

Four-days Entrepreneurship Development Programme (EDP)

Objective:

- To aid the participants in developing their Entrepreneurship skills
- To explain Business Plan Canvas to participants.

Benefits:

- The participants were how Business works.
- They learned how to produce innovative solutions to the problems.
- They learned how to market those solutions to create a profitable business.
- Participants learned to develop Business Lean Canvas for their products.

Description: PTVAIM's COEI organised a Four-day entrepreneurship development programme for PTVA's startup expo finalists from 8th February 2023 to 11th February 2023 at room no. 101 PTVAIM. There were 49 students (20 teams) attended the workshop. The participants were from M.L. Dahanukar College, Sathaye College and PTVA's Institute of Management.

Report on Four-days Entrepreneurship Development Programme (EDP)

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On 8th February 2023, workshop started at 12:00 PM. Ms. Ridhima Mahabal, IIC Member gave participants the idea about PTVA's Startup Expo plan. Then the Dean of PTVAIM's COEI Dr. Sucheta Pawar gave us the formal introduction about PTVA's Startup Expo 2023. The difference between a startup and business were explained with the help of examples. For startup it necessary to know the market needs. What problems are faced by people in general were discussed. Certain points regarding how can we solve that problem with our product. Collection of proof for product and setting a target group was the main aim. Assignment was given to every student and discussion of what to be done in that was also explained. Even after completion of day 1 everyone with their doubts went to mam individually and cleared it. The session ended at 3:00 PM.

On 9th February 2023, the workshop started at 10:00 am with discussion of assignments given on 1st day of workshop. CMA Sarvottam Rege, Ms. Shivani Naik and Ms. Mansi Mule were mentors for and they individually checking the question and answers of the review sheet. They were placing their feedback and giving us corrections if any. The strength of the product was highlighted because of the survey forms which made us easy to know about participants product. After knowing exactly about participant's product they went towards competitors' analysis part. This analysis helps participants to know that in present how many products are there in market which are related to participants product. If they are related than finding out their weakness and strength and comparing it with their product. This helps participants in




Director
PTVA's Institute of Management
Chitrakar Kerkar Marg,
Behind M. L. Dahanukar College,
Vile Parle (E), Mumbai-400 057.

market awareness and improvement of our product. In this way day 2 ended and finding out competitors in market was assignment. The session ended at 3:00 PM.

On 10th February 2023, workshop started at 10:00 am. Initially assignment was reviewed by mentors CMA Sarvottam Rege, Ms. Shivani Naik and Ms. Mansi Mule. Then participants were asked to start with the new term which is stake holder analysis. Stake holder analysis helps them in finding their key partners such as delivery partners, advertising agents, legal workers, distributors, etc. which will be in benefit of your product in good or bad ways.

Later on Ms. Shivani Naik explained the phase plan to the participants. She stated that SAM, TAM AND SOM are acronyms that represent different subsets of the market. TAM SAM SOM have different purposes: SOM indicates the short-term sales potential, SOM / SAM the target market share, and TAM the potential at scale. All play an important role in assessing an investment opportunity and the focus should really be on getting the most accurate numbers rather than the biggest possible numbers. Ms. Ridhima Mahabal explained participants the value proposition canvas. She said that it is a framework which can help ensure that a product or service is positioned around what the customer values and needs. Then she discussed on customers pain and gain and positioned it in canvas. The session ended at 3:00 PM.

On 11th February 2023, workshop started at 10:00 am, CMA Sarvottam Rege started with the cost and revenue concept. The cost structure is one of the building blocks of a business model. The cost structure together with revenue streams, help assess the operational scalability of an organization. He discussed it with a help of example all the terms under it were explained completely. Later on, all the mentors gave more information about expo. Filling up all the concepts in the expo canvas template was discussed. For each individual startup prototype testing was discussed and even the intellectual properties involved were checked. This was the end to the 4-day programme but start to a beautiful journey of entrepreneurship to each and every student.




Director
PTVA's Institute of Management
Chitrakar Ketkar Marg,
Behind M. L. Daharukar College,
Vile Parle (E), Mumbai-400 057.