

27<sup>th</sup> January 2022 to 29<sup>th</sup> January 2022 3 days Entrepreneurship Development Program for Wings2Vision2022. The sessions on these three days were held from 10:00 AM to 5:00 PM.

Mrs. Kalyani Mehendale to the participants of Wings2Vision2022.

Objective: The sessions focused on making the participants acquainted with problem identification, ideation, and development of business model canvas by using design thinking approach.

To help participants to build a business model canvas for their own business idea.

Benefit: The speaker made the participants prepare their own business model canvases and present it. She helped them develop their idea using design thinking methodologies. She also highlighted how does perception play an important role in business. The speaker suggested to think of all possible outcomes and how they will have to be adaptive. The session helped the participants in logical reasoning and develop an overall stimulated scenario for their plan.

Description: Ms. Kalyani Mehendale, is a faculty person at SP Jain School of Global Management – Dubai, Mumbai, Singapore & Sydney. She specializes in ideation and design thinking and has helped many industries to implement these processes among their executive teams.

The three-days' workshop started with an inauguration program followed by introduction of the esteemed speaker and guests.

Report of the three-day interactive workshop on EDP.

#### **Day 1 of EDP 27<sup>th</sup> January 2022**

The first day started with the introduction to what is idea, how do we understand the need of this business plan and what are the possible outcomes of our business plan. The speakers made these concepts relevant and easy to understand to participants by sharing real life examples and making them work on some possible scenarios. She also explained how changing according to the varying times is important for a business plan. She helped to understand the importance of prioritising the problems that can be encountered by their business plan.

Who, I wish, why, what if & how, these were the questions that the speaker emphasized on discussing with the participants and letting them carry critical thinking to come with answers for all these questions. The speaker explained the Lean Canvas indicators which starts with the why, who questions, and then followed by the next best solution, a check list of the problems, market size, market profitability.


In conclusion she mentioned the importance of understanding whether our idea is really unique and if then prioritising according to the severity of problems faced.

#### **Day 2 of EDP 28<sup>th</sup> January 2022**

On the second day of the EDP, the speaker started by explaining a very important concept of Minimum Viable Plan. Linking to what the participants had learned on the Day 1 of EDP, the speaker made them make their own Lean Canvas i.e., making them jot down their strengths, weaknesses, obstacles, possible markets and more.

In this session the participants were familiarized with the terms Go- to Market Strategies, Shareholder mapping, core influencers, external influencers and finally the competitors.



  
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During the session the speaker explained the importance of their 'What if Scenarios?' and she made the participants think and question the possible outcomes or scenarios that can hamper their businesses. She covered the major parts relating to the implementing of strategies, keeping track of the possible Shareholders, optimum utilization of the resources available for the business and keeping the prime motive in mind while taking decisions.

In conclusion, she mentioned that the highest assumptions, need to be validated before we involve the customers and then these assumptions should turn into positive hypothesis.

### Day 3 of EDP 29th January 2022

The day three of EDP was divided in two sections, the first session focused on Feasibility study and the second on Idea Articulation for start up ideas.

The session started with the introduction of the problems that the business faces while they work on their project and the various factors which are needed for the study of feasibility of their idea and how they should work on it. After understanding the feasible study of the idea, the feasible report is necessary at the end of the presentation. The highlight of the feasible study was it should give a clear idea to the investors who invest their money in the business idea whether it deserves it or not.

The Second half of this webinar focused on the other important aspect of entrepreneurs' personality i.e., Soft Skills Development. She highlighted that this is very important from the perspective of communicating the right meaning, motive and aim of your business plan to the investors. The USP of the idea should be short and precise.


While concluding she discussed the techniques which are required for an impactful pitch for receiving the expertise, funding or even approvals.

The three-day workshop was an important mode for all the participants to learn more about business ideas and the efforts it takes to accomplish a successful one.

In the conclusion, the speaker made the participants aware of a very important saying, Visual Presentation Supports' you. You are the main presentation.

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