

30th January 2022 Workshop titled: A peak into the exciting world of start ups by: Ms. Alina Adams to PTVAIM students.

Objective: To learn from the journey of the speaker and know more about the start up world.

The session focused on the overall journey of a business plan, right from the ideation stage to the final implementation and ultimately raising funds from it.

Benefit: The session focused on differentiation between entrepreneurship and start ups. The speaker took the participants through the entire process of developing business plan. Students were motivated to learn about challenges while starting entrepreneurial journey and how to overcome them.

Description: Ms. Alina Adam, Founder & CEO, Hardware & Software, Faculty, Speaker, Mentor, Corporate Innovation, Social Benefit & Stanford GSB conducted a virtual session with PTVAIM students on 30th January 2022 from 10 am to 11 am. 140 students attended the same.

The session focused on Social Enterprises, Social Venture, solving the social problems through these organizations. The sources of financing our business plan, the ways a business can exist in this environment.

The session focused on the emotional journey of creating anything great. She mentioned that the beginning of each stage is going through emotional ups and down. They need to focus on broadening their perspective and consulting their peers, friends, teachers, and have a role model for keeping up their motivation.

Ms. Adams highlighted that we need to understand our risks and then analyse it. She mentioned that the risks will differ from business to business. We should try and mitigate risk by analysing properly. She also focused on the types of Resistance, like internal and external.

She made the participants aware of the importance of Entrepreneurship mindset which plays an important role in developing our business plan.


She explained to the participants the reason for doing it the right way, in start ups.

She covered the concepts of extrinsic motivations like, money, fame, praise and some intrinsic motivations like, passion, drive, personal satisfaction. The session highlighted 'what it takes?' to be an entrepreneur and the need to strive to be good at it. It instructed the participants to come out of their comfort zones, stay dedicated and to have their mental strength and stability which will keep them going.

Towards the end of the session, Ms. Alina highlighted the term IKIGAI, which should be attained by the entrepreneurs throughout their journey. She later took questions from the participants and in the same concepts relating to time management, stress management were covered.

The session ended on a high note, by giving a good start for a week ahead for all the young entrepreneurs.




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