

Guest Lecture on Creating Your Start-up Model by PTVAIM in association with Financial Planning Academy

2023 - 2024 (Academic Year)

Type of Activity : Guest Lecture

Duration : 1.5 Hrs

Date : 23/01/2023

**External Invitees/
Guests** : Mr. Suresh Varma

Objective : The session captured key insights and practical guidance on topic 'Creating Your Startup Model'. The session outlined the fundamental concepts, strategies, and steps discussed by the speaker to empower students with a foundational understanding of building and developing successful start-up models.

Content (7 lines paragraph describing the event) : The session was organized for all the students of MMS. The speaker emphasized the importance of a robust business model, highlighting key elements such as value proposition, target market identification, and revenue streams. They underscored the significance of market research and adaptability in refining the start-up model. The session also delved into the significance of a sustainable competitive advantage and the role of innovation in shaping a successful start-up. The speaker shared real-world examples and practical insights, providing a valuable framework for aspiring entrepreneurs to conceptualize and refine their startup models. Overall, the session served as a catalyst for fostering entrepreneurial spirit and strategic thinking among the students.

Number of Participants : 129

Outcome : The college guest session on "Creating Your Start-up Model" was informative and inspiring, focusing on identifying unique value propositions, understanding target markets, and developing sustainable business models.

(Only 4 Best photographs of the event submitted by the Event in-charge)



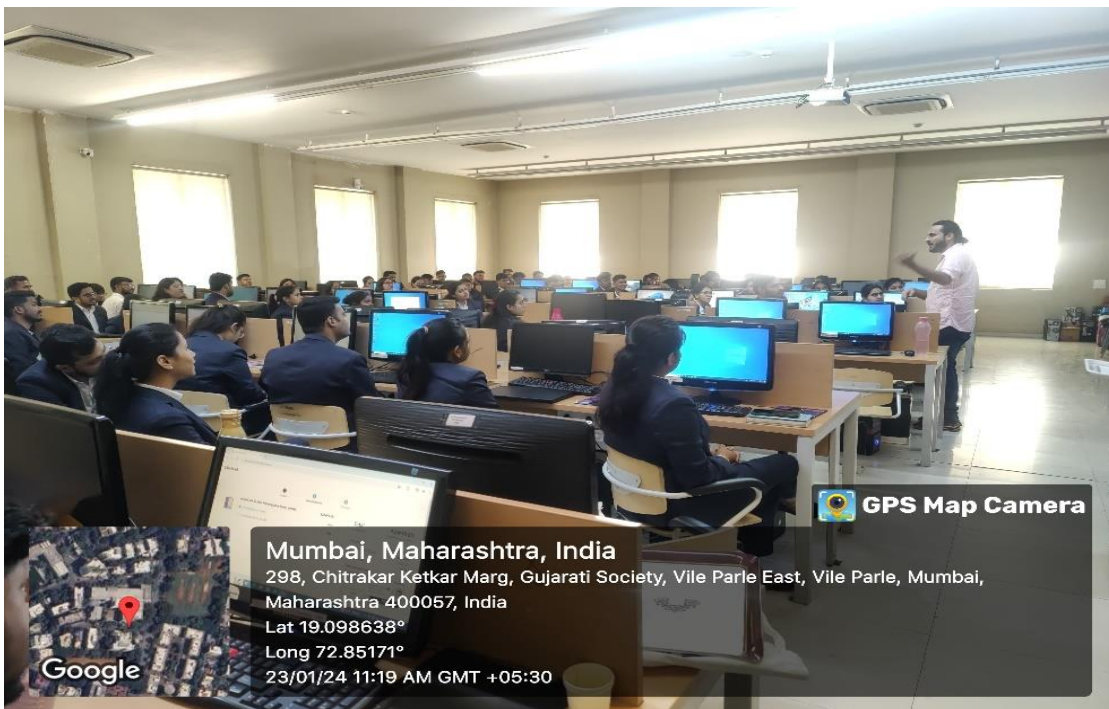

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