

## Report on Creating Successful Start-ups

A session on Creating successful start-ups was conducted by PTVAIM's COEI. 60 students and 5 faculties participated in the session. Dr. Dhruv started the session by introducing himself and stating that he would like the session to be interactive. He then spoke about savings and how important savings are. He then gave an example of a squirrel to help the participants understand how saving can be helpful. He then introduced an app named SQRRL app which was a start up by 3 men who made this app which helps with saving app.

### Framework for a successful start-up:

- Problem
- Earning model
- Size of market
- Scalability
- Niche

Dr. Nath shared an example of **Wedgift** Unwanted wedding gift

The concept:

- The couple puts up gifts that they want
- Link given in the invitation card

The frills

- Nicely wrapped gift
- Delivered together on a date specified by the couple
- Could also give gifts like cruise
- Spreads through referral

Entry barrier

- Amazon and flipkart are already doing this at cheaper rates.

Dr. Dhruv Nath opened the platform for questions or doubts. The students asked their questions and Dr. Nath very patiently answered all the questions asked. Prof. Ridhima Mahabal Concluded the session by thanking Dr. Nath for conducting this amazingly interactive session that helped students clear their doubt.