

## The Startup Journey Where to Begin

17<sup>th</sup> January 2022

Ms. Ridhima Mahabal

Objective: To explain stages of development of a start-up & the importance of ideation and the relating processes involved in it.

Propagate the beginning of Wings2Vission 2022 and what role does it play in developing an idea.

Benefit: The session helped in knowing need meaning and scope of stages of developing a business idea.

Description: Ms. Ridhima Mahabal, Faculty Co-ordinator at Centre of Entrepreneur and Innovation & Convenor of PTVAIM's IIC conducted a session with students and faculty of Amolakchand College Yavatmal regarding need meaning and scope of stages of developing a business idea.

The session helped in providing a platform to understand the process of venture development right from ideation stage to procurement of funding. The session started with explaining what is ideation, what are the processes involved.

The session introduced the participants to the concept of what is business idea? and what are the elements concerning it. Ms. Mahabal focused on questioning who, when, what, where, why as core questions to be considered while defining a problem and stating its solution. The Competition of Wings2Vissio was introduced to the participants which acts as the platform for developing the raw ideas. She emphasised on transforming oneself from Job Seekers to Job creators. Towards the end of session, questions from the participants were answered.

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