

Training Program on “Strategic Planning for Start-ups

Preamble

There are many things to think about when you are starting a business. For example, will it be a brick and mortar business, or internet based? Will you have employees right away, or hire later?

Obviously, these are just a couple of examples of the kinds of decisions you will have to make when you start a business. There are lots more, and some you may not even consider until some unforeseen event forces you to.

But one thing some people believe should not be addressed until later on, after your business is established, is a strategic plan. Be that as it may, there could be reasons why your startup needs a strategic plan sooner rather than later.

Without a strategic plan, one may miss out on opportunities, stunt their growth and limit the success. In order to address all above issues, Entrepreneurship Development Centre, GSFC-U organized a training program on “Strategic Planning for Start-ups” as on June 15, 2019 (Saturday) between 9.30 a.m. to 13.00 p.m., GSFC University.

Following topics were covered in the program:

- Me Too, Me Better, Me Only – Blue Ocean Strategy for your Start-ups
- Business Model Canvas

KEY TAKEAWAYS

1. Participants came to know the tools that can help them to create entry barriers & thus create uncontested market place & make the competition irrelevant
2. Participants learnt how to prepare a one page Business Model Canvas
3. Learnt why Entrepreneur fail- to scale
4. Developed understanding for ensuring strategic growth of the enterprise

PARTICIPANTS DEMOGRAPH

The total numbers of participants were 40. It was a good mix of Entrepreneurs, Incubation staff of other colleges, Participants from Parul University, ITM University, students and faculties of GSFC-U.



