

GUITAR EVENT REPORT

Name of activity: Scanning and Innovative Ideas Development Linking with Profit

Nature of the Activity: Workshop by Ms. Prutha Atre

Date and Venue of the Activity: 04 February 2020, GUITAR Room SOS

Number of participants for the event: 27 students

Registration Fee: Nil

Major discussions in event:

- Effectuation theory for entrepreneurs
- Value proposition and customer influenced innovation
- Conducted activities based lean canvas

Learning outcomes of the event:

- Students learned the basic requirements to make a business plan
- Students made their own business plan on a startup

How will it be useful for students/School/Universities

- Students got basic ideas to prepare a business module and what factors can influence the startup.
- This workshop will be useful for the students who are participating in Idea Junction Competition

