PURPOSE

The name itself elaborates the essence of the event. More than an event, it is a constructive brainstorming program for budding entrepreneurs of LJ.

KEY TAKEAWAYS

The program would kick start with an orientation session for the participants. The session comprises of a detailed summary of the activities planned through the Startup week 24 × 7. The participants are briefed on the following topics:

➢ Method of an industrial visit and the art of asking right questions during the visit,
➢ Preparing a market survey form effectively
➢ Coaching on honing the art of asking the right sets of questions to the mentors
➢ Knowledge on customer segmentation
➢ Novelty creation
➢ Need of the industry
➢ Diving deep into the research aspects of technology
➢ Coaching on next step for the aspirants related to grants and Government scheme assistance.
➢ Bridging the gap between industry and academia
➢ To understand the shift of next generation technologies.

Upon successful completion of the industrial visit, the youngpreneurs are subjected to a session on Business Model Canvas and Technical Model Canvas. Here the experts in the field of marketing and business value creation would share their valuable insights on various aspects of business along with its viability in the long run to break the myth of conventional business. They would also coach on how to be an innovative thinker when it comes to marketing.

The last two days of the program would involve Mentor Mixer. Mentors from diversified domains (CA/CS, IPR, Legal, Marketing, Social media, Technical, Startup, Failed startup and Event management) are invited for 1:1 mentoring of the teams. Each team gets an opportunity to interact with 10-14 mentors in a span of two days. During this period, their idea would either take a new leap or would have to be started from scratch.

At the end of the 'Startup Week 24x7' the participants would have learned about different aspects of business creation and most importantly how to sustain in the market.