

Report of Seminar on 'From Idea to Impact: The Journey of a Startup'

Event Details:

- Date: 21st November 2024
- Time: 2:00 PM to 4:00 PM
- Venue: IT 213



 **COIMBATORE INSTITUTE OF TECHNOLOGY**
GOVERNMENT AIDED AUTONOMOUS INSTITUTION APPROVED BY AICTE, NEWDELHI AND AFFILIATED TO ANNA UNIVERSITY, CHENNAI - 600025

**CGC-CLAP & IQAC
JOINTLY ORGANISES**

**SEMINAR
ON
FROM IDEA TO IMPACT: THE JOURNEY OF STARTUP**



MR. ARVIND SUBRAMANIAM
FORMER ASSOCIATE VP- STARTUP TN



21 NOV, 2024

02.00 PM-04.00 PM

IT213

The esteemed seminar, "From Idea to Impact: The Journey of Startup," was meticulously organised by CGC-CLAP & IQAC of Coimbatore Institute of Technology, serving as an enlightening platform for students keen on exploring the realm of entrepreneurship and startup innovation. The session was graced by Mr. Arvind Subramaniam, former Associate Vice President of Startup TN, whose profound expertise in the startup ecosystem enriched the discourse, making it a truly insightful and thought-provoking experience.

Mr. Arvind commenced the session by elucidating the foundational principles of entrepreneurship, highlighting the significance of problem identification, business validation, and an in-depth understanding of market dynamics. He accentuated the pivotal role of customer-centric innovation and strategic planning in fostering a sustainable business model. His discourse shed light on the imperative steps involved in ideation, execution, and scaling a venture, instilling in students a structured approach towards entrepreneurial pursuits. A key segment of the session delved into funding avenues for startups, encompassing government schemes, venture capital investments, angel funding, and bootstrapping strategies. Mr. Arvind articulated the nuances of investor expectations, crafting compelling pitches, and the indispensable components of a robust business model, ensuring students gained a comprehensive perspective on securing financial support for their ventures. He further expounded on the challenges encountered by emerging entrepreneurs and proffered pragmatic solutions to navigate these hurdles, thereby fortifying their resolve to embark on an entrepreneurial journey. One of the most engaging aspects of the seminar was the interactive session, wherein students enthusiastically posed queries and sought guidance on various facets of entrepreneurship. Mr. Arvind, with his profound industry experience, illustrated his insights with real-world case studies, offering practical strategies for overcoming obstacles, adapting to market fluctuations, and ensuring sustained business growth. His invaluable inputs inspired attendees to embrace innovation, exhibit resilience, and pursue their entrepreneurial aspirations with unwavering confidence.

The event culminated with a vote of thanks, expressing gratitude to Mr. Arvind Subramaniam for his illuminating discourse and the participants for their enthusiastic engagement. The seminar proved to be a transformative learning experience, equipping students with erudition, motivation, and actionable insights essential for translating their visionary ideas into impactful entrepreneurial ventures.

