

Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow

Guest Lecture on “Transforming Innovative Ideas into a Startup”

IIC-IIMT, Aligarh organised a Session on “Converting Innovation into a Startup” on 10th August, 2024 at Kalpana Chawla Auditorium for the students of BBA, BCA & B.com. The session was conducted under the guidance of Prof. Asiya Chaudhary Department of Commerce, AMU. The speaker for the session was Faiz Ahmad. The objective of the session was to educate the students on the challenges of converting ideas into sustainable businesses. The session was attended by 50 Students and 15 faculty members. He delivered a compelling presentation on the process of converting innovation into successful startups. The talk covered various aspects of entrepreneurship, innovation, key characteristics of successful entrepreneurs, types of entrepreneurs, the significance of networking and mentorships, funding options, global entrepreneurship trends, challenges faced by entrepreneurs, successful case studies, qualities of an entrepreneurial mindset, and concluded with insights into the future of entrepreneurship. He shared a detailed presentation in front of students which include:

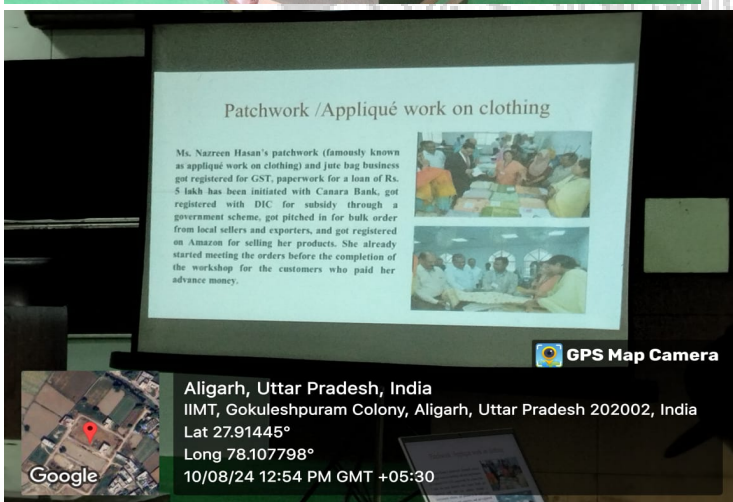
1. Defining Innovation
2. Key Characteristics of Successful Entrepreneurs
3. Types of Entrepreneurs
4. Importance of Networking and Mentorships
5. Innovation Showcase: The Innovator by the wool mark Company
6. Funding Options for Entrepreneurs
7. Global Entrepreneurship Trends
8. Key Challenges Faced by Entrepreneurs
9. Creating a Tagline and Identifying Competitors
10. Inspirational Short Film – The Seed

Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow

The presentation concluded with a discussion on the future of entrepreneurship, emphasizing the role of youthful energy, a forward-looking outlook, and a connected world in shaping the next generation of entrepreneurs.

In summary, Mr. Faiz Ahmad presentation provided valuable insights into the process of converting innovation into successful start-ups. Attendees gained a comprehensive understanding of key concepts, challenges, trends, and qualities that define entrepreneurship in today's dynamic business landscape. The session was summarised by answering all the queries of the students to make their vision clear.

Glimpses of the Session:



Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow

