

# MES ASMABI COLLEGE, P.VEMBALLUR



## PARTICIPATION REPORT OF THE 'INNOVATE AND CONNECT' 6 DAY WORKSHOP ORGANIZED BY KERALA INSTITUTE FOR ENTREPRENEURSHIP DEVELOPMENT

DATE: 22 JULY 2024- 27 JULY 2024

PARTICIPANTS: 1. SAYYID MOHAMED SHIYAF M.C  
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2. AL AMEEN N  
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VENUE: KERALA INSTITUTE FOR ENTREPRENEURSHIP DEVELOPMENT  
Rockwell Road, HMT Colony,PO,  
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On July 22, 2024, to July 27, 2024, the Kerala Institute for Entrepreneurship Development (KIED) organized a workshop for students OF IEDC in MES ASMABI College. The event aimed to provide develop the entrepreneurial culture in students. The registration fees of Rs 7,080 (Rs3540\*2) was contributed by the college management for the upliftment of the IEDC.

Event Highlights:

### **DAY 1**

Chief Guest Address: Sri Vishnu Nagaraj, founder & CEO Carve startup Labs foundation

- Program Overview and starting with Ideation
- Team Works on various ideas and place it on the canvas based on Problems, Solutions, Customer & Competitors Explaining how to work on Ideation Canvas Problems statements
- Working on Ideation Canvas (Offline)
- Product Design - Illustrate Your Idea
- Explaining the concept to represent their idea/ Product in one poster
- Working on Canvas Product Development and Market Research
- Find all the requirements of Product Development by Understanding the functions and features of user need and market analysis
- Explaining Product Development
- Customer analysis
- Personal Canvas
- O&A
- Working on Canvas

### **DAY 2**

Chief Guest Address: Sri Vishnu Nagaraj, founder & CEO Carve startup Labs foundation

- Business Model - Make a business model for your idea in Business model canvas
- Working on Business Model Canvas
- How To Create Pitch Deck

### **DAY 3**

Chief Guest Address: 1 Adv. Bindu Antony, Cofounder of brands and bonds

- Legal company Incorporation

Chief Guest Address: 2 Adv. Sunil Jose, High court of Kerala

- Intellectual property right

Chief Guest Address: 3 Arun Nair, Executive Director, TIE Kerala

- Growth Hacking and Scaling Tech

### **DAY 4**

Chief Guest Address: 1 Vinitha Jayan, Corporate Trainer

- Accelerating business through Commination

Chief Guest Address: 2 Eldho, Angel Investors

- Funding options

#### **DAY 5**

Chief Guest Address: Shihabudeen, Co founder, Hash Future School

- AI tools for startups

Visit to KSUM (including Startup Registration, Grant etc) Visit to Marker Village, visit Fab Lab

#### **DAY 6**

Chief Guest Address: Densil Antony Chairman & CEO, XR Horizon Pvt Ltd

- Entrepreneurial Talk

Pitching Contest in front of Panel Members-Member from Startup Mission, Investor, Entrepreneur

### **OUTCOME OF THE WORKSHOP**

- Learned how to structure a pitch, including key components like problem statement, solution, market size, and financial projections.
- Participated in a workshop to practice pitching and received real-time feedback
- Understanding the Startup Aspect of Intellectual Property Right

The program significantly enhanced our entrepreneurial skills and provided valuable insights into idea pitching. We are grateful for the opportunity and look forward to implementing what we learned.