SJM Vidyapeetha®

SJ M INSTITUTE OF TECHNOLOGY

(Recognized by AICTE, New Delhi and Affiliated to Visvesvaraya Technological University, Belagavi)
NH-4 Bypass, P.B.No:73, CHITRADURGA -577502, Karnataka State
NAAC Accredited with B++





Brief Report on

One - day "IDEATHON" Event

Organised by

Entrepreneur Development Cell (EDC)

in collaboration with

Internal Quality Assurance Cell (IQAC)

Resource Person: Prof. Mallesh Kumar K S
Project Manager, Centre of Innovation & Entrepreneurship
JNN College of Engineering, Shivamogga

Venue: Sir M V Seminar Hall

Date: 18th April 2023

Timings: 10.00 am to 5.00 pm

Organised by: Madhu M L
Program Co-Ordinator, EDC Cell,
Assistant Professor,
Civil Engineering Department,
S J M Institute of Technology,
Chitradurga - 577502

PRINCIPAL

SJ.M.I.T, CHITRADURG

IDEATHON POSTER





In Collaboration With IQAC and EDC CELL



WHERE IDEAS SPEAK

Resource Person

Prof. MALLESH KUMAR K S

Project Manager, Centre of Innovation &

Entrepreneurship

J N N COLLEGE OF ENGINEERING

Discuss about

- Innovation
- · Startup and Entrepreneurship
- · Role of Incubators
- · Govt. Support etc.
- · Business Plan
- · Swot Analysis.

Prof. Madhu M L
Program Coordinator , EDC CELL
Civil Engineering Department

Shivamogga

18 - April - 2023

Venue: Sir. M V HALL

TIMING: 10 AM to 5 PM

Dr. Jagannath M Coordinator, IQAC CELL Or. Bharath P B
Principal

Brief Report

Entrepreneur Development cell (EDC) of SJM Institute of Technology, Chitradurga organised o **One-day "IDEATHON" event** for all the final year students of the SJMIT.

On 18th April 2023, the most awaited event IDEATHON was organised at S J M Institute of Technology. The event lasted the entire day from 10.30 AM to 5.15 PM where in students participated enthusiastically.

The event started with the inaugural ceremony in the presence of the Chief Guest - Prof. Mallesh Kumar K S, Project Manager, Centre of Innovation & Entrepreneurship, JNNCE Shivamoga, and Incharge Principal - Dr. B. G. Kumar Swamy; Prof. Dr. Jagannath N, coordinator, IQAC; Prof. Poral Nagraj, Academic Dean, Prof. Madhu M L, program coordinator EDC, SJMIT.

IQAC coordinator Dr. Jagannath N gave an opening remark about IDEATHON event. He enlightened the students by introducing the idea of startup in various fields. He aimed at motivating students to think out of the box with creativity. Further the resource person of the event Prof. Mallesh Kumar K S brief about the topics he going to touch throughout the event and why a student need to attend an event like this. This followed by end of ceremony.

The event started by 10.30 AM and successfully completed on a good note from students on the same day by 5.30 PM. The event has attracted a great response from the students. About 60 students registered for the event and 52 students successfully attended and completed the event.

About the event:

An ideathon is a short, intensive, brainstorming event to help young talents generate fresh solutions to existing challenges in their communities.

In this event students are asked to form their own team and come up with a idea of their choice as a team. After collectively deciding on an idea to work on, students of the team spend a majority of the event transforming this idea from concept into reality. Ideathon teams bring a project from epiphany to completion all within a time constraint. They present us their ideas on the same day.

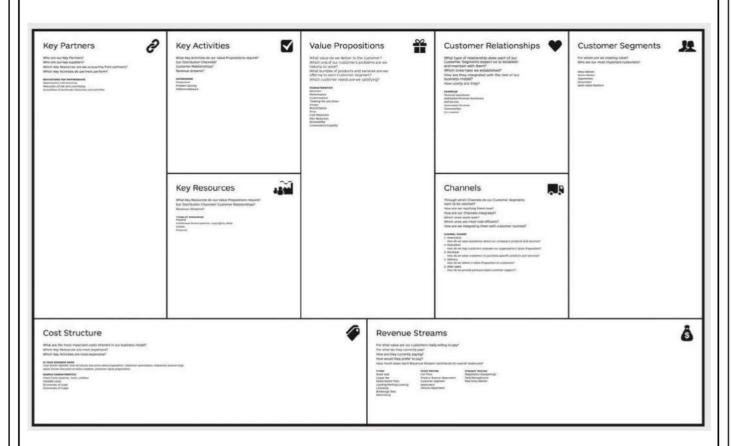
Throughout this event, Resource person mainly focused on the following topics:

- a) Business Model Canvas
- b) SWOT Analysis
- c) Startup & Entrepreneurship
- d) Startup Incubators
- e) Government Support for Startup.

<u>a) Business Model Canvas:</u> Formal descriptions of the business become the building blocks for its activities. Many different businesses conceptualisation exists; Osterwalder's 2004 thesis propose a single reference model based on the similarities of a wide range of business model conceptualisation. With his business model design template, known as business model canvas, an enterprise can easily describe its business model.

The Business Model Canvas is a strategic management template used for developing new businesses models and documenting existing ones. It offers a visual chart with elements describing a firm's or product's value proposition, infrastructure, customers, and finances, assisting businesses to align their activities by illustrating potential tradeoffs

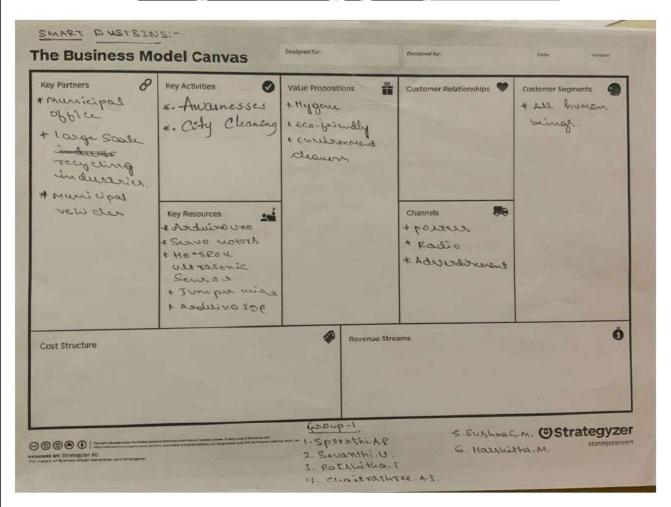
The nine "building blocks" of the business model design template that came to be called the Business Model Canvas are as shown in the template below.

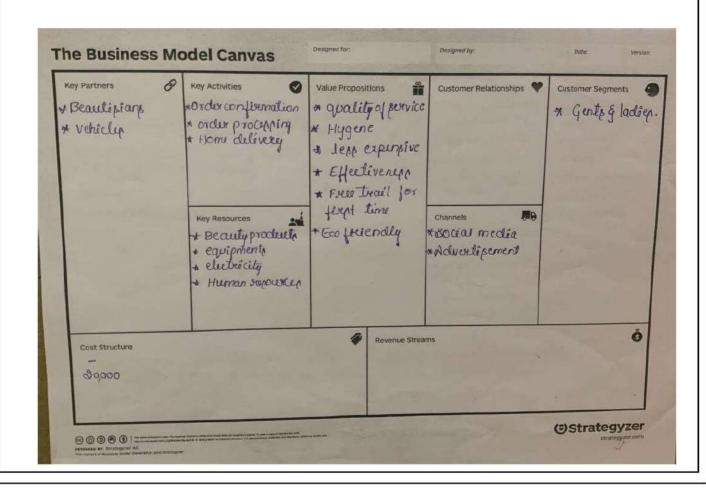


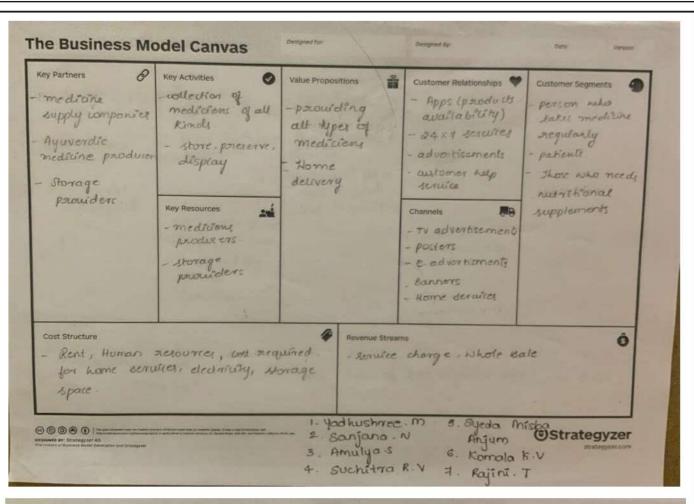
Ap_plication: The Business Model Canvas can be printed out on a large surface so that groups of people can jointly start sketching and discussing business model elements with post-it notes or board markers. It is a hands-on tool that aims to faster understanding, discussion, creativity, and analysis.

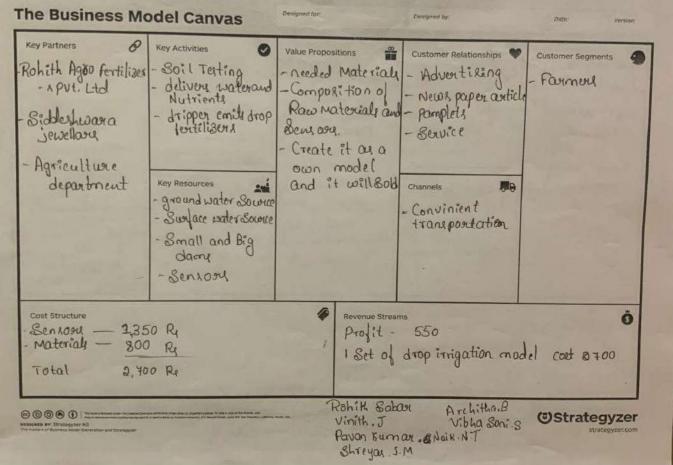


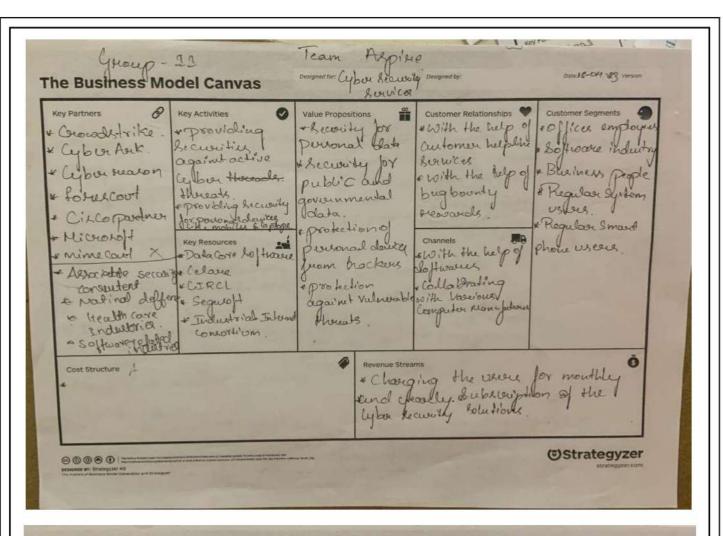
Building Canvas Model prepared by various teams:

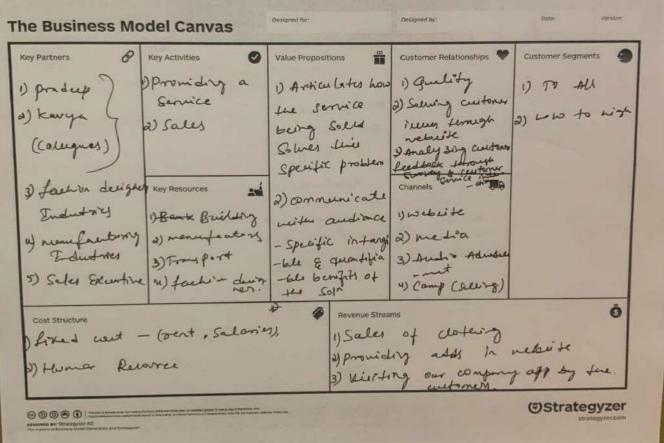














b) SWOT Analysis:

A SWOT (strengths, weaknesses, opportunities, and threats) analysis could help you identify different strategies to implement to improve your business. Here are some examples of the types of questions to ask yourself while filling out the table, but don't limit yourself to these questions.

Strengths and weaknesses are internal factors that are directly related to your business. You affect your strengths or weaknesses by taking action.

STRENGTHS that your business has, which help it stand out from the competition.

- · What does your business already do well?
- Which products or services are most profitable?
- Do you offer any unique products or services?
- Why do your best customers continue buying from you?
- How do new customers find you?
- Do you have good relationships with your suppliers?

WEAKNESSES within your business that could make it difficult to achieve your goal.

- Why do customers stop buying from your business?
- Why don't customers come into the store?
- · What types of complaints do you receive?
- Do you have trouble repaying your debts?
- · Do you have trouble finding or keeping suppliers?
- Have you had to turn down work due to a lack of money or employees?

Opportunities and threats tend to be external factors. Even though you still have to plan for them and deal with their impact, they could be more difficult to influence.

OPPORTUNITIES that are outside of your business that could help you, or that you can use to achieve your goal.

- Have you identified potential ways to make more money from current customers, or attract new customers, but haven't acted yet?
- Are there any nearby areas with lots of potential customers but no competing businesses?
- How are customers' preferences changing and how could your business take advantage of those changes?

THREATS that are external to your business and could impact your progress.

- Do you compete with a large company that could open a location near yours?
- Do competitors offer a similar product or service at a lower price?
- Is the demand for what you sell decreasing?
- Could a change in the law impact your business?

Instructions: Think about your business while filling out the table. You can also ask each employee or business partner to complete a SWOT analysis and then compare your results.

SWOT Analysis Worksheet

• For instructions on using SWOT Analysis, visit www.mindtools.com/rs/SWOT.

Strengths	Weaknesses
What do you do well?	What could you improve?
What unique resources can you draw on?	Where do you have fewer resources than others?
What do others see as your strengths?	What are others likely to see as weaknesses?
Opportunities What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?	Threats What threats could harm you? What is your competition doing? What threats do your weaknesses expose you to?

SWAT Analysis carried out by various teams

eam



SWOT Analysis Worksheet

For instructions on using SWOT Analysis, visit www.mindtools.com/rs/SWOT.

Strengths	Weaknesses
What do you do well?	
What unique resources can you draw on?	What could you improve?
What do others see as your strengths?	Where do you have fewer resources than others?
	What are others likely to see as weaknesses?
* AI offers automation	* WFA Created a larger
Processes to protect the	attack Surface.
albeth.	* challenges to allocate
* Cepter insurance Companie	e lybuseauty budget.
help to improve lecurity	* Global Lecurity talent
Practices to reduce seinte	Shortage
	* lack of mature technical
	defenses
Opportunities	Threats
What opportunities are open to you?	
What trends could you take advantage of?	What threats could harm you?
How can you turn your strengths into opportunities?	What is your competition doing?
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Team no: 03 Mame: Team Passion Topic: Home Salon





SWOT Analysis Worksheet

For instructions on using SWOT Analysis, visit www.mindtools.com/rs/SWOT.

Strengths What do you do well? What unique resources can you draw on? What do others see as your strengths?	Weaknesses What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?
* Safety * Hyggenic Substituting * Less expensive	* Cimited Staff * Cimited equipments * Penceived Penolessionalism
Opportunities What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?	Threats What threats could harm you? What is your competition doing? What threats do your weaknesses expose you to?
* Saver cuptomer time & travelling charges.	* Time complexity may lead to redeced wentomer reate

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SWOT Analysis Worksheet

Strengths

* preivacy

* Familian enviseonement

* len expensive

Weaknesses

+ staff complexe

* limited Equipment

* Porchard Professoralism

Opportunities

* Greater more employment offartunities

+ Gave automon time and. travelling changes Threats

Hime complexity may lead to Reduced customer rate

c) Startup & Entrepreneurship:

A startup or start-up is a company or project undertaken by an entrepreneur to seek, develop, and validate a scalable business model. While entrepreneurship includes all new businesses, including self-employment and businesses that do not intend to go public, startups are new businesses that intend to grow large beyond the solo founder. At the beginning, startups face high uncertainty and have high rates of failure, but a minority of them do go on to be successful and influential.

<u>d) Startup Incubators:</u> A startup incubator is a collaborative program designed to help new startups succeed. Incubators help entrepreneurs solve some of the problems commonly associated with running a startup by providing workspace, seed funding, mentoring, and training. The sole purpose of a startup incubator is to help entrepreneurs grow their business.

Startup incubators are usually non-profit organizations, which are usually run by both public and private entities.

What are the Most Common Startup Incubator Services?

Here is a list of the most common services provided by business incubators:

- Help with business basics
- Networking opportunities
- Marketing assistance
- High-speed Internet access
- Accounting/financial management assistance
- Access to bank loans, loan funds and guarantee programs
- Help with presentation skills
- Connections to higher education resources
- Connections to strategic partners
- Access to angel investors or venture capital
- Comprehensive business training programs
- Advisory boards and mentors
- Management team identification
- Help with business etiquette
- Technology commercialization assistance
- Help with regulatory compliance
- Intellectual property management and legal counsel

PRINCIPAL SJ.M.I.T, CHITRADURG **e) Government support for startup:** Launched on 16th January, 2016, the Startup India Initiative has rolled out several programs with the objective of supporting entrepreneurs, building a robust startup ecosystem and transforming India into a country of job creators instead of job seekers. These programs are managed by a dedicated Startup India Team, which reports to the Department for Industrial Policy and Promotion (DPIIT).

Key Pillars of Support for Startups

Under the Startup India Initiative



Simplification and Handholding

Easier compliance, easier exit process for failed startups, legal support, fast tracking of patent applications and a website to reduce information asymmetry.



Funding & Incentives

Exemptions on Income
Tax and Capital Gains Tax
for eligible startups; a
fund of funds to infuse
more capital into the
startup ecosystem and a
credit guarantee
scheme.



Incubation & Industry-Academia Partnerships

Creation of numerous incubators and innovation labs, events, competitions and grants.

For further information one can visit the website: https://www.startupindia.gov.in

Photo Gallery







Photo Gallery - Ideathon Poster making by different teams





Final Group Photo at the end of the event





Documentation supporting the invitation offered to the resource person



Respected Sir

Thanking you sir for accepting our invitation to visit our esteemed institution to be a resource person for the event titled Ideathon scheduled on 18th April 2023. Please do confirm your presence for this event by replying to this mail.

Kindly furnish your travel plans for making arrangement from our end. (Scheduled your talk on 18th April 2023).

Any queries please feel free to contact.

Thanking you sir

Madhu M L

Assistant professor

Department of Civil Engineering

SJMIT, Chitradurga

9686101627



Dear Sir, thanks for the invitation. I hereby confirm my participation as a resource person for the ideathon. It will be a hands-on event where the student groups will do the SWOT analysis, prepare Business Plan and do poster presentation. I will also discuss about Innovation, Startup and Entrepreneurship, Role of Incubators, Govt. Support etc.,

I will share the templates and other details to you soon.

thanks & best regards,

Mallesh Kumar K S.

Project Manager, Center for Innovation & Entrepreneurship

K-Tech District Innovation Associate.

K-Tech District Innovation Hub, New Age Innovation Network Center

J N N College of Engineering,

Shivamogga, Karnataka. Contact No: +91 7676284239

List of students registered for the IDEATHON Event

S.J.M.VIDYAPEETHA® S.J.M.INSTITUTE OF TECHNOLOGY, CHITRADURGA – 577502 DEPARTMENT OF CIVIL ENGINEERING

IDEATHON-2023

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28.	Sevanthi.U.	45m19c5056	cse	Semittile
29.	Chaitrashree A.s.	45M19CS016	cse	Chartrela
30	Spoorthi.A.T.	45M19CS063	CSE	Spooney
31.	Ratshitha.t.	45M19CSOUT	cs€	
32 .	Hassitha.D.	45M19C5024	cse	Howthy Rec
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41	Naya B. V	45 M13 EF 003	ETOE	100
42	Veeren	USMIGEFO18	EFF	Veeren
43	Swamy SM	45 MIGEFOLS	EEE	- Stabut
44	Sachin TV	45MISEFOIS	EEE	Sacras
45	Abdul Razaak	USM18 FFOOL	EEE	10
46	Mantinath 75	45MDOEE403	EEE	111009
47	Nandan	45M20E=404	EEE	-AP
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