

LIVE SESSION BY ENTREPRENEURSHIP CELL

Theme: “How to Leverage an Idea to form a Startup”

Faculty Coordinators: Mr. Anand Saurabh, Dr. Shivani Raheja, Dr. Ruchi Sharma

The Entrepreneurship Cell of Aryabhata College conducted a live session on Instagram on the topic, “**How to Leverage an Idea to form a Startup**” with **Mr. Saurabh Trivedi** as the session mentor. He is an Entrepreneur, Business Consultant, Investor, and a Strategist. He is currently the **Co-Founder & Director at Boudhik Ventures and Director at Startup Buddy Services Private Limited**. The session was conducted on **21st May 2020 at 5 pm** and had a reach of **100+ students** across all domains.

Session began with the motivating message shared by **Professor Manoj Sinha, Principal, Aryabhata College** with the team, congratulating them for the event. **Mr. Saurabh Trivedi** was then welcomed and was requested to illuminate the basics of building a business from scratch, how to pitch an idea, identifying the uniqueness of an idea and performing the feasibility study. Further, he also guided participants regarding the way to sell and market any product, legal aspects of business operations and how to choose a co-founder/partner. Finally, he gave an insight into how to deal with business failure, lessons to be learnt from it and how to be resilient.

Overall, Mr. Trivedi tried to cover all life stages of commencement of a business from conception of an idea to finding investors for it, based on his rich experiences and learnings. The participants keenly asked questions relating to several facets of doing a business by leaving live comments during the session. The speaker could precisely satisfy each of the query by appropriately responding with help of live examples. The huge participation of budding

entrepreneurs and the feedback received during and post the event, is enough for motivating the team E-Cell to host many more of such value adding sessions in the future.

The poster is for an event titled "HOW TO LEVERAGE AN IDEA TO FORM A STARTUP" held on 21st May at 5 P.M. It features a portrait of Mr. Saurabh Trivedi, an investor and mentor. The event is organized by The Entrepreneurship Cell at Aryabhata College. Social media links for Instagram and Facebook are provided at the bottom.

The Entrepreneurship Cell
ARYABHATTA COLLEGE

"HOW TO LEVERAGE AN IDEA TO FORM A STARTUP"

21ST MAY 5 P.M.

CATCH US LIVE ON INSTAGRAM @ECELLARYABHATTA

OUR SPECIAL GUEST

MR. SAURABH TRIVEDI
INVESTOR | MENTOR | SPEAKER
FOUNDER AT BOUDHIK VENTURES,
DIRECTOR AT STARTUP BUDDY

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The screenshot shows an Instagram Live broadcast by ecellaryabhata with saurabhtd. Two video feeds are visible: the top one shows a man in a white shirt, and the bottom one shows Mr. Saurabh Trivedi. A list of comments is on the right, and a comment input field is at the bottom.

ecellaryabhata with saurabhtd **LIVE** 30

- pranshu.sharma.07 Bilkul sahi baat
- pranshu.sharma.07 Sir ek baar Jai Shri Ram bolo
- a.gargxx In what can be a major setback for Prime Minister Narendra Modi's ambitious plan to woo multinational companies away from China to make in India
- a.gargxx US President has threatened companies such as Apple with tax deterrent if they do so.
- a.gargxx what's your take on it?
- michael.ethan Forget profit and entity , play Valorant
- nainaa.singhh How do entrepreneurs know that they should sell their idea or form an alliance with a bigger market player?

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