

Aryabhata College, University of Delhi



THE STARTUP CLUB

ARYABHATTA COLLEGE, UNIVERSITY OF DELHI

· EST 2019 ·

Masterclass on The Importance of Problem Identification in an Entrepreneur's Journey with Dr. Kaustubh Dhargalkar

Convener: Dr. JK Singh
Coordinator: Dr. Pritika Dua

The Startup Club, Aryabhata College participated in a Workshop organised by The Wadhvani Foundation on 'The importance of problem identification in an entrepreneur's journey with Dr. Kaustubh Dhargalkar on 12 January 2021.

Throughout this interactive session the speaker was made sure that the workshop brings out everyone's opinions on the front to think about inequality in terms of opportunities and encouragement in professional front.

The session was straight, to-the-point discussion on how to look for value in problems that are so common yet impactful that they're usually left unexploited.

Many case studies were presented, out of which PhokatCopy was the most intriguing.

Ideas like PhokatCopy and many others were enough to kickstart listeners' entrepreneurial "keeda" and the comment section was soon flooded with similar ideas, when asked by Prof. Kaustubh for suggestions.

Prof. Kaustubh pressed hard on the importance of simplicity and market feasibility - and of course, the spirit of never giving up.

Main takeaway from the seminar was that either your product will be a market perfect offering or you must keep continuing experimentation and soon end up with something that solves a definite and impactful problem.. The speaker further discussed how their programme is trying to resolve such issues and creating better opportunities for women and, its high time that everyone comes forward with their part of contribution on the same. Statistics say that 9 out of every 10 entrepreneurs fail! Because more often than not, entrepreneurs build their business around an idea they are in love with. Even Google fell into the same trap with its Google glass and failed miserably. The trick is to identify the problem that the customer is facing, and turn it into a business opportunity.

All in all it was a great experience.

Webinar Attendees from The Startup Club:-

Manvi Sharma
Parth Khattar
Vidhi Vashisth
Daksh Mehra
Harsh Singh
Nishant
Yashraj Keshari
Sitanshu

Ritwik Chawla
Nipun Rana
Mayank Garg
Ajitesh Rai
Vanshaj Goel
Pranat Jain
Mehak Ramdev
Jatin

Supriyo Das
Saurabh Kumar
Praveen kumar
Ipsa Ahuja
Marvi Arora
Arya Sahai
Harsh Saran



Master Class

Dr. Kaustubh Dhargalkar

Serial Entrepreneur
Coach & Consultant
Trainer

Importance of problem identification in an entrepreneur's journey

12 - 01 - 2021

6pm - 7pm

LIVE on Facebook Recording

Innovation beyond physical products and hi-tech

www.phokatcopy.com

20/01/21 Dr. Kaustubh Dhargalkar

POTENTIALS & POSSIBILITIES

Audio Settings Chat Raise Hand Q&A Leave

A screenshot of a Zoom meeting. The main screen displays a slide with the title 'Innovation beyond physical products and hi-tech' and the website 'www.phokatcopy.com'. A small video feed of Dr. Kaustubh Dhargalkar is visible in the bottom right corner. The Zoom interface includes a top bar with 'LIVE on Facebook Recording', a bottom bar with 'Audio Settings', 'Chat', 'Raise Hand', 'Q&A', and 'Leave', and a date/time indicator '20/01/21 Dr. Kaustubh Dhargalkar'.

Zoom Webinar

Recording

Support English

Rajat Agrawal

From Youssa Mzouz to Everyone
good evening

Audio Settings Chat Raise Hand Q&A Leave

A screenshot of a Zoom meeting. The main screen shows a video feed of Rajat Agrawal, a man with glasses and a dark shirt, speaking. A chat bubble from 'Youssa Mzouz' says 'good evening'. The Zoom interface includes a top bar with 'Zoom Webinar' and 'Recording', a bottom bar with 'Audio Settings', 'Chat', 'Raise Hand', 'Q&A', and 'Leave', and a date/time indicator '18:05 20-01-2021'.