

# The Startup Club

Aryabhata College, University of Delhi

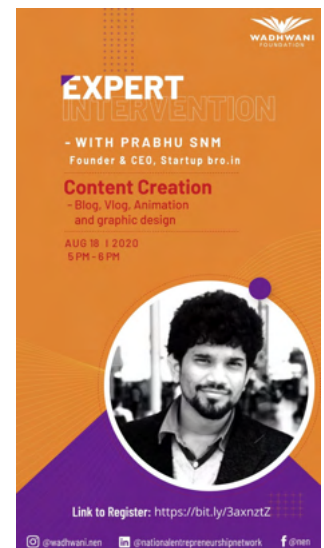
## Report of Activities Done Over The Tenure (2020-21)

Convener: Dr. JK Singh

Coordinator: Dr. Pritika Dua

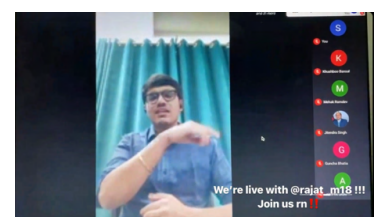
The Startup Club, Aryabhata College saw its committee form in the month of August and proceeded to do the following activities:

- Webinar titled "Expert Intervention" with Prabhu SNM, Founder and CEO, Startup bro.in : The webinar was organised on 18th August 2020 for upskilling the niche identified by the members of The Startup Club specifically for Content Creation.
- Participation in The NextGen Program by Wadhvani Foundation (Dated: 25th August 2020) : The NextGen program is an entrepreneurship program where they take students on an entrepreneurial journey spread over 9 weeks. The various modes of engagement include videos, activities, entrepreneur sessions, MasterClass, and team-wise weekly presentations on the topic covered during the week. The IGNITE participants - College /PG students or even budding entrepreneurs can register in teams of 2 - 5. Team members registered for their startup to get the right platform and to connect to industry experts.
- Masterclass on Customer Discovery and Validation - the Lean Way by Mr. Brant Cooper (New York Times bestselling author of The Lean Entrepreneur and CEO of Moves the Needle.) (Dated: 7th September, 2020 ) : Customer validation is the second part of the Customer Development model. Customer discovery was all about figuring out who your customers are and how to reach them. Team TSC attended the webinar and the following were the learning outcomes - Building Customer Development model; - How do you validate that your solution according to what the customer needs; - How do you identify early adopters to validate the solution; - How did the entrepreneurs discover his/her customers during the early days; what were the challenges faced, lessons learned, tips and tricks.



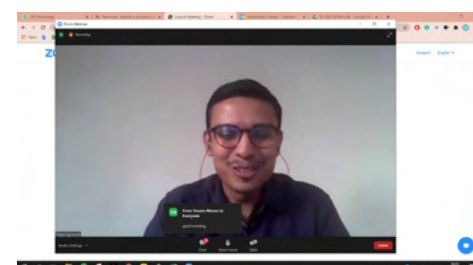


- **Session on Ways to Gauge the Health of your Venture (Date: 3rd September, 2020)** : Team TSC attended the session with enthusiasm to understand that It is important to see what works at your venture and what doesn't. The session was a big learning experience as the speaker during the session, Mr. Anand Godse, Consulting Health Psychologist at deAsra Foundation.
- **Interview series with Up and coming startups called HUSTLERS (September 2020 - December 2020):** The Startup Club held interviews with some of the brightest young business talents who can inspire other young people to take up the challenge of finding their place in this modern world. The response of the subscribers was positive.
- **Webinar titled "Expert Intervention on Art of Creative Pitch Decks" (Dated: 29th September, 2020):** An attractive pitch-deck plays a large role in your overall presentation. Team TSC attended the webinar and the following were the Discussion points : How to make the most of creative pitch-deck; How to craft the critical content for your deck; The fatal errors entrepreneurs make when pitching; What investors/stakeholders are looking for when they review your deal; How you should present your ideas on a slide-deck.
- **Instagram engagement/online discussion (Dated: 16th October 2020)** : Team TSC organised an online discussion on "Shortcuts and Startups" via Instagram. A whopping amount of participation was witnessed from our subscribers/followers.
- **Masterclass with Dr. Akhil Shahani, on sales and distribution models. (Dated: 4th November 2020):** As digital technology continues to open up new distribution channels, customer demands and sales strategies are rapidly evolving. With multichannel networks becoming the norm, leaders must design a go-to-market strategy that sells the right products at the right time through the right combination of channels. Team TSC attended the webinar and gained a lot of insights from the industry expert.
- **Virtual talk session- 'What's My Story' with Mr. Rajat Malik (Dated: 7th November, 2020 )** : The session was primarily meant to promote an entrepreneurial mindset on campus and make budding entrepreneurs seek some lessons from the story of a student entrepreneur. The speaker then enlightened the audience on his journey as a student entrepreneur, his experiences, and the challenges that he faced in this entrepreneurial world. The response of the audience which constituted to 60+ attendees was positive.





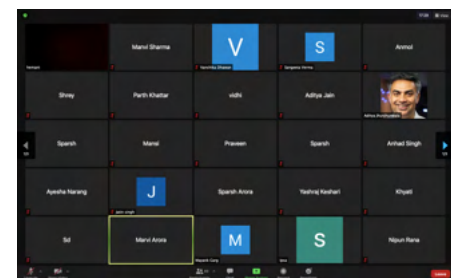
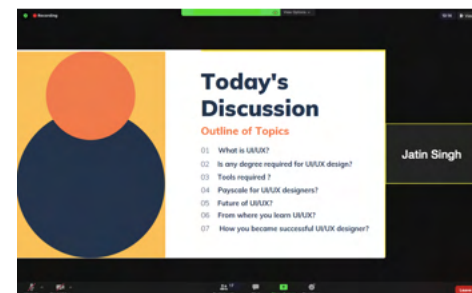
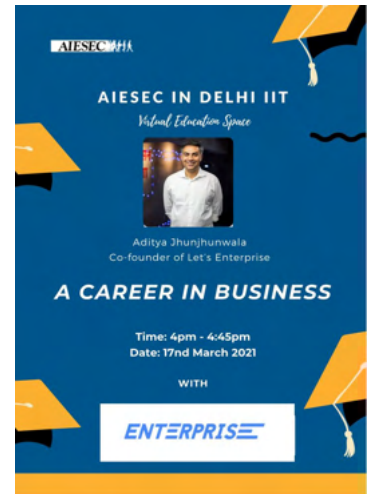
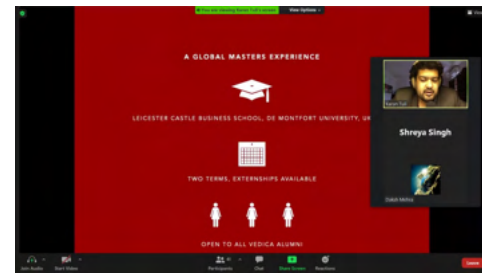
- Fireside chat on Building a Global Startup: Power of resilience & persistence with Alisa Cohn, #1 startup coach in the world (Date: 24th November 2020): Building a startup is a voyage through the crests and troughs of the ocean. When building a resilient startup, it becomes imperative that you use your resources best to your advantage that will help attenuate the challenging situation. During the fireside chat, we discussed a few elements that an entrepreneur should always remember while developing the strategies for their venture to whether the changing business conditions and unforeseen circumstances to take it global.
- Virtual Open Mic Session (December 3, 2020): Wadhvani Foundation's Virtual Open Mic Session was organised for all the budding entrepreneurs. Team TSC got to witness successful panelists who have also chosen to mentor our peers via the WA App by sharing their learnings. The networking opportunities were immense.
- Masterclass on Go-to-Market (GTM) Strategy - by Sanjay Chakraborty (Founder and Chief Marketing Communication Advisor, ESSKSEE Consultancy) (Dated: 18th December, 2020) :Team TSC got the opportunity to work on their skillset by attending the event. Following were the points discussed: What is GTM? Why should startups have a GTM in place before hitting the market? What are some critical steps that you need to follow while formulating your GTM strategy? What are some tips and best practices to develop a winning GTM strategy?
- Masterclass on Importance of Business planning & presentation (Date: 10th January, 2021): Team TSC got the opportunity to work on their skillset by attending the event. Following were the points discussed: What is a business plan? How do you think it differs from a business model. Let's put it this way - if the business model is the blueprint on how you want to build a house, the business plan is how you will actually go about building the house.
- Masterclass on The Importance of Problem Identification in an Entrepreneur's Journey with Dr. Kaustubh Dhargalka (Dated 12th January 2021) : Team TSC participated in a Workshop organised by The Wadhvani Foundation. 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.







- **Startup Bootcamp Webinar (Dated : 16th January 2021)** : A start-up bootcamp webinar was organised by Principium Advisory. The webinar was divided into 4 different panels with entrepreneurs from varying fields sharing their knowledge and expertise with the participants. The webinar was attended by more than 100 participants and gave an insight into the life of entrepreneurs.
- **WEBINAR ON 'DISPARITY OF WOMEN IN THE WORKFORCE' (Dated : 18th February 2021)** : Throughout this interactive session the speaker, Mr. Karan Tuli, Senior Manager Marketing and Admissions, made sure that it brings out everyone's opinions on the front and specially what males have to think about inequality in terms of opportunities and encouragement of women in academics and professional front. The session provided the members with networking opportunities too.
- **Discussion on Prospects of UI/UX in current times (Dated: 21 February,2021)**: Team TSC organised an in-house seminar centred around UI/UX, conducted by one of the TSC members, Jatin Singh. UX stands for User Experience, and UI stands for User Interface. User interface design or user interface engineering is the design of user interfaces for machines and software, such as computers, home appliances, mobile devices, and other electronic devices, with the focus on maximising usability and the user experience. It was a great experience given how one of us was giving a brief of a hot topic and also to help people find their niche. The Startup Club has always tried to explore new dimensions and help people grow with a bit of a nudge.
- **WEBINAR ON 'HOW ONE CAN BUILD A BUSINESS IN THE CORPORATE SECTOR' (Dated: 17th March 2021 )** : The session was very efficiently hosted by the speaker Mr. Aditya Jhunjunwala, Co-founder of Let's Enterprise. He proved to be a visionary for the webinar attendees as he came up with the best of facts. He maintained the tuning of the webinar by demonstrating and explaining his ideas both metaphorically and technically.
- **Live Project - Satyakaam International School X The Startup Club (January 2021 - March 2021)** : Engage. Engage. Engage. This is what our client talked about given how social media had to mark their presence in the new world of online education. Satyakaam International School boasts a record of more than 2000 people who are associated with them. They are a leading CBSE school in Meerut, India where they acknowledge their internet impact as every aware organisation does. We were given an opportunity to work on that aspect and learnt a lot in the making.





- **Live Project - Choti Si Khushi X The Startup Club (January 2021 - February 2021)** : To get their voice heard around and to spread the word of their initiative, we focused on various fronts. A detailed overview about the NGO's working and its operations. It also includes the problems faced by the NGO in development work and sources of funds. We engaged into maintaining their social media handles including optimisation of all their handles. We worked around marketing their initiative and establishing a brand name. We're also still working on their Annual magazine- that involves working on content and the design.
- **Live Project - Greenland Agro X The Startup Club (January 2021 - February 2021)** : Owing to the covid-19 pandemic and its long-lasting effects, the health of every single individual around the globe has been affected significantly. Our team helped build a social media presence for Greenland agro by creating trendy creatives. We also conducted surveys to study the market for agro products and submitted the findings of the survey to the team. Various fields such as business development, marketing, finance and digital marketing were explored and worked upon.
- **Live Project - Youth Action Hub X The Startup Club (April 2021 - Present)** : The Youth Action Hubs initiative was created by youth at the UNCTAD Youth Forum in October 2018 in Geneva with the principle "for youth, by youth". It empowers youth to think globally and express views on matters within UNCTAD's mandate and enables us to take action locally as game changers in our communities by setting up SDG-related projects. The Startup Club aims to impact the youth in association with YAH - DELHI, INDIA, all the while starting a new venture (to be decided) that shall impact the lives of people while maintaining the sustainability of the environment.
- **SIDBI X The Startup Club (November 2020 - Present)** - It has been learnt that SIDBI, apart from promoting, developing and financing enterprises in the MSME sector, is also encouraging youth in taking up entrepreneurial venture and achieve the goal of Swavalamban. The Startup Club, Aryabhata College will be working with the aim of promoting entrepreneurship amongst students and bridging the gap in terms of resources, mentorship and business building skills between budding start-ups promoted by students and target markets. The larger goal of the club will be to promote entrepreneurship amongst the youth and empower students with high quality experiential entrepreneurship education. The club presents a possibility for both the enthusiasts and the ones who want to experience the start-up culture first-hand to participate in the activities of the club by taking active part in the upcoming projects and becoming a part of their execution.

