



Learn Beyond

**KPR Institute of Engineering and Technology**

(Autonomous, NAAC "A")

Avinashi Road, Arasur, Coimbatore.

**Phone:** 0422-2635600

**Web:** kpriet.ac.in

**Social:** kpriet.ac.in/social

**CB001**

**NBA Accredited**

(CSE, ECE, EEE, MECH, CIVIL)

**HOW TO PLAN FOR A STARTUP AND LEGAL AND ETHICAL STEPS.**

|                              |  |
|------------------------------|--|
| <b>Event No</b>              | CB001  |
| <b>Organizing Department</b> | Computer Science and Business Systems                              |
| <b>Associate Dept.   NSC</b> | Centre for Innovation, Incubation and Entrepreneurship Development |
| <b>Date</b>                  | 08/04/2024   |
| <b>Time</b>                  | 10:00 AM to 12:30 PM   |
| <b>Event Type</b>            | Expert Talk  |
| <b>Event Level</b>           | Dept. Level  |
| <b>Venue</b>                 | Veena Hall   |
| <b>Total Participants</b>    | 73   |
| <b>Students - Internal</b>   | 73   |

Related SDG



Resource Persons

| SI | Type            | Name            | Designation                                     | Company    | Email              | Phone      |
|----|-----------------|-----------------|---|------------|--------------------|------------|
| 1  | Resource Person | Mr Anbuselvan G | Domain Leader - Product Innovation and Strategy | Demandbase | anbu.han@gmail.com | xxxxxxxxxx |

Involved Staffs

| SI | Name          | Role        |
|----|---------------|-------------|
| 1  | Bazila Banu A | Convenor    |
| 2  | Ravi Kumar K  | Convenor    |
| 3  | Kathiresan K  | Coordinator |

Outcome

- Gained understanding of the Indian startup landscape, including basic statistics and success factors.
- Learned about common challenges faced by startups and the timelines involved in their journey.
- Recognized the importance of innovation, user experience, and marketing for startup success.
- Grasped key concepts like market problem identification, market research, and prototype development.
- Understood the legal considerations involved in starting a business.
- Explored funding options and strategies for product development.
- Learned about the significance of choosing the right tech stack and building a strong team.
- Gained insights on implementing effective strategies for scaling and achieving growth.
- Received guidance on registering with Startup India for government grants and benefits.
- Learned about various schemes offered by the Indian government to support entrepreneurs.
- Understood the process of obtaining patents to protect intellectual property.

Event Summary

The Department of Computer Science and Business Systems at KPRIET, in collaboration with the Institutions Innovation Council on 08.04.2024 held a session aimed at equipping students with the knowledge and resources needed to launch their own startups. Mr. G. Anbuselvan, a domain leader in product innovation and strategy at Demandbase served as the guest speaker for the event. Mr. Anbuselvan's talk delved into the intricacies of the Indian startup landscape. He began by providing a comprehensive introduction to startups, including relevant statistics and success factors. He also shed light on the common challenges faced by startups and the timelines involved. Emphasizing the significance of innovation, user experience, and marketing, he outlined a roadmap for achieving success in the competitive startup ecosystem. Throughout the session, Mr. Anbuselvan unpacked critical concepts relevant to the startup journey. He discussed the importance of identifying a market problem, conducting thorough market research, and developing a functional prototype. He then explored the legal considerations involved in starting a business, along with funding options and strategies for product development. The session also addressed the significance of choosing the right tech stack, building a strong team, and implementing effective strategies for scaling and achieving growth. Invaluable to aspiring entrepreneurs, the session provided guidance on registering with the Startup India initiative to gain access to various government grants and benefits. Mr. Anbuselvan further elaborated on the different schemes offered by

the Indian government to support entrepreneurs. He even touched upon the process of obtaining patents, empowering attendees with the knowledge to protect their intellectual property. By incorporating legal considerations into the discussion, the session ensured that students were well-rounded in their understanding of the startup landscape. This informative session served as a valuable resource for KPRIET students interested in pursuing their entrepreneurial dreams. By equipping them with the necessary knowledge and highlighting available resources, the session empowered them to confidently navigate the exciting yet challenging world of startups.

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Learn Beyond (Autonomous, NAAC "A")

Department of Computer Science and Business Systems

Department of Innovation and Entrepreneurship

Expert Talk  
on  
"How to plan for a startup and legal and ethical steps"

Guest Speaker  
**Mr. G. Anbuselvan**  
Domain Leader - Product Innovation and Strategy, Demandbase

10.00 AM to 12.30 PM

8-Apr-2024

Veena Hall

CONVENOR  
Dr. A. Bazila Banu - HoD / CSBS  
Dr. K. Ravi Kumar - Head / CHIED

COORDINATOR  
Mr. K. Kathiresan - AP (Sr.G) / CSBS

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