

## **GiGa – AEP (Aspire Entrepreneurship Program) at JSS STEP Bangalore**

**JSSATE-STEP in association with GIGA conducted** a workshop on topics related to generating ideas and builds the idea into a viable and fundable business. All sessions were conducted by successful entrepreneurs, business leaders and experts.

**October 11, 2022:** We conducted an Entrepreneurship and Career Skills Awareness workshop for 2nd year degree students (all disciplines). The Workshop was conducted by: Ms. Geetha Ramamurthy , CEO, GiGa innovation Centre, India and US, Charter Member and Governing Board Member, TiE Bangalore ,Chair, TiE Women Entrepreneurs Karnataka Program, Chair, TiE Angels Karnataka Program

Around 250 students participated and expressed interest to join the program. Registration for the program was limited to 40 students. JSS STEP handpicked about 40 best students based on their performance in the session.

The GIGA –AEP programmes was conducted for 5 days starting from February 22<sup>nd</sup> and concluded with the Business plan Competition on 27<sup>th</sup> March 2023.

**February 22, 2023**

**Topic: Introduction to Entrepreneurship**

Ms. Geetha Ramamurthy, CEO, GiGa innovation Centre, India and US explained about “How to generate an idea and develop it into a viable business Plan”.

Mr. Vinay raj Co-Founder, GiGa363 Café , Former Corporate Executive, Apparel Sector presented GiGa363 Café to students. Several students were interested to know more about the business and in fact all students plan to visit GiGa363Café not only, to taste the food but also learn more about restaurant business. Vinay raj was pleasantly, pleased to meet and interact with the students.

**March 10, 2023**

**Topic: Market Analysis**

Sri. Nagesh Jayaram, Serial Entrepreneur, Investor, Business Strategy Advisor, Chess Champion, Karnataka explained “How to test the idea in the market and conduct formal due diligence and create a report?

He explained about market, How to do Market analysis. He was impressed with the students ability to grasp a complex subject like market analysis and in fact some of the students had already conducted informal studies on the product ideas. The students very receptive said Nagesh Jayaram, Business Strategy Advisor.

**March 14, 2023**

**Topic: Idea and Customer Validation**

Dr. Samad Mohammed Waseem, Serial Entrepreneur, Founder of multiple companies, India and Middle East explained about Idea and Customer Validation, How to identify right customers and test the products and services that will help to determine the viability of the product from the customer perspective.

He was impressed with the fact that the students are identifying complex problems and addressing them with simple solutions. In addition, Students have interacted with potential customers. He said he is interested to select some students for his projects.

**March 15, 2023**

**Topic: Business Finance**

The sessions were handled by Sri. Guruprasad Rao, Founder and CEO, Pracctive.in  
CFO Partner, GiGa Innovation Centre, Business Strategy Advisor

He explained about Business finance, Understanding fundamentals of Business Finance - computing, reporting and creating financial projections. He said he enjoyed interacting with the students and was surprised to find that they grasped the complex aspects of Business Finance quite easily and they had intriguing questions.

**March 16, 2023**

**Topic: Business Plan Pitch**

The sessions were handled by Ms. Geetha Ramamurthy, CEO, GiGa innovation Centre, India and US  
She explained “How to design and Business Plan and Pitch to Customers, Partners and Investors”. The program concluded with a 5 minute pitch by student teams.  
7 teams participated.

**March 27, 2023**

**Business Idea Pitch Competition:**

Students worked in teams to pitch their idea to Geetha Ramamurthy. 5 teams pitched their idea to a jury that included, Geetha Ramamurthy, Dr. Samad Mohammed Waseem, Nagesh Jayaram and Venkatesh, TGS, Higher Education. Dr. Bhimasen Soragaon, Principal, JSSATE presided over the competition.

The winners of the Business Idea Competition are:

**1st Place winner**

Idea Name: Crop Boost

Team Members: Sudhan S, Sunil Gopal C, Sushanth R, Shreyas Gutti Srinivas

**2nd Place Winner**

Idea Name: The Khulad Company

Team Members: Subhamoy, Tarun, Rohith

Nagesh Jayaram offered to mentor the team – (The Khulad Company)

Dr. Samad Mohammed Waseem offered to mentor – (Crop Boost)

Conclusion: All teams are selected to develop their idea into a business plan including prototype at the JSS STEP Incubation Center and receive regular mentoring support by GiGa Business Experts.

GiGa will offer mentor and business strategy support to all teams. Geetha Ramamurthy, CEO, GiGa Innovation Centre said:

“I found the students to be very fast learners, highly inquisitive and I enjoyed interacting with all students. Students are working on innovative ideas that have the ability to solve complex problems. I found that 5 teams pitched innovative ideas that have a good customer and market potential and could be fundable. I look forward to support the teams to develop their business idea into a viable business and plan in the future months and years.”

Students thanked the organizers for the wonderful sessions which were exciting, helpful and a great learning experience. Such programmes offered students to attain real life exposure to entrepreneurship, the economy, the market and the customer from the experts who excel in these fields and skills.

Dr. Deepthi Shanmugam, Chief Executive, JSSATE-STEP thanked Ms. Geetha, for bringing a much needed and exciting program to our JSS Students. The students not only learned about Entrepreneurship but also enjoyed all sessions. She was delighted to hear positive comments about the program from students.

## Moments of the Program







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