

Entrepreneurship Workshop Report

Title: "Entrepreneurship Development Workshop 2"

Date: 6th May 2022

Resource Person: Prof. Col Prasanna Kumar, MBA-BU

06-05-2022	Prof Col Prasanna Kumar, MBA-BU
	Ideation Workshop on Solving Garbage Problem in Bangalore
	Ideation Stage of an Start-Up Enterprise

Topics Covered:

- Introduction to the Ideation Stage of an Entrepreneurship venture
- Structured ideation process
- Using technology to solve a common civic problem

Summary:

The workshop was organized for the First Semester students of MBA-BU. Prof Col Prasanna Kumar, the resource person of the event emphasized on various concepts related to 'The Ideation Stage' of Entrepreneurship journey. The speaker engaged the participants with his real time insights and experiences in the process of Ideation. It was an interactive session where the students conducted 'Brain-storming' amongst various teams and came up with different innovative approaches to solve the given problem. Special focus was on ideation and finding a common ground amongst the team members. The event was the second step in the series of activities planned under the ED Club. The students were made to present their ideas to the audience and fielded questions and criticism as well as appreciation from the audience and the resource person..

Organized by: Entrepreneurship Development Cell

Venue: MBA-BU 5th Floor Classroom No. 510

Faculties Attended: 1

Students Attended: 33

Photos:

Main Banner





One Syndicate showing their proposed Plan for an App for Garbage Disposal



Second Syndicate drawing their proposed workflow for the App



Another syndicate explaining the functioning of their App to the Audience



Intense discussions underway within a team on the flow of their App's functions