

APRIL Edition of

LaunchpadX

Trade Tower's Monthly Newsletter



APRIL 2024 NEWSLETTER

Trade Tower a start-up incubator, accelerator which provides opportunity to aspiring entrepreneurs in kickstarting their journey & developing their business plans. We at Trade Tower accept viable and sustainable business ideas from students of woxsen, guide them in their journey to become a feasible, stable, and a future unicorn company.



A Heartly Message

-From



As the chancellor of Woxsen university, I am proud to introduce the Woxsen Trade Tower , a visionary initiative to foster entrepreneurial growth within our academic community. At Woxsen, we believe in creating a sustainable ecosystem where students driven by innovative ideas, Gain access to this remarkable facility.

~ **Mr.Praveen K Pula**

Founder,
Woxsen University

At Woxsen, we're not just an institute; we're a dynamic hub of innovation, collaboration, and entrepreneurial spirit. The Trade Tower stands as a testament to our commitment to nurturing the next generation of business leaders and visionaries

~ **Dr. Raul Rodriguez**

Vice-President,
Woxsen University



Trade Tower is a cradle of creativity, a hub where ideas are not just born but are nurtured, cultivated, and transformed into thriving businesses that shape the future. It's not just about providing office space; it's about fostering an environment where budding entrepreneurs can thrive.

~ **Dr. Daya Shankar**

Dean - School of Science,
Head - Trade Tower,
Woxsen University



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Happy Reading!

CORPORATE CURRENTS



UNILEVER TO SPIN OFF ICE CREAM UNIT, CUT 7,500 JOBS

Hindustan Unilever's parent firm Unilever plans to separate its ice cream unit into a standalone business under a new cost-savings scheme that will see nearly 7,500 jobs gone. The move is expected to be completed by the end of next year, the company said. The move is part of a broader restructuring to jumpstart growth.

PAINT WAR IS ON! GRASIM LAUNCHES OPUS AT 5-6% DISCOUNT, CHALLENGES ASIAN PAINTS' TURF

Grasim Industries has introduced its latest paint line, Birla Opus, at a price point that is 5-6% lower than the leading brand, Asian Paints. This discounted pricing is available across various product categories, including interior, exterior, enamel, waterproofing, and wood primer.



PAYTM SHARES UP 21% IN FOUR SESSIONS, MCAP NEARS RS 26,000 CRORE

Shares of One 97 Communications, the parent company of fintech player Patytm, continued to attract investors for the fourth session in a row. The stock hit an upper circuit of 5 per cent on Tuesday to Rs 408.85 on Tuesday, hitting an upper circuit for the third straight session. The stock was trading around Rs 338-levels on Thursday, March 14.



DEEPINDER GOYAL ASSURES ZOMATO WILL NEVER OPEN RESTAURANTS

Zomato founder Deepinder Goyal has said the food delivery platform will never open its own restaurants or cloud kitchens as it will be unethical. In a conversation with celebrity chef Anahita Dhondy on his podcast 'Breaking Bread', Goyal said the restaurant business was hard and the food delivery platform would never enter that space.



AMAZON PAY, GOOGLE PAY, CARD PAYMENTS DOMINATE

The e-commerce sector in India is witnessing a seismic shift in payments methods with 58 per cent share of the market amounting to alternative payments. Mobile and digital wallets have eclipsed traditional payment modes. Cash has seen a significant drop, while the likes of Amazon Pay, Google Pay and card payments have increased.

LIC SLUMPS 25% FROM ALL TIME

HIGH

Shares of Life Insurance Corporation of India (LIC) experienced a decline of over 2% on Tuesday, March 19, reaching an intra-day's low of Rs 882.30. This marks the sixth consecutive session of selling pressure for the company. The stock opened at Rs 905 and witnessed a 2% plunge. Over the last six sessions, LIC's stock has dropped approximately 12%.





TESLA'S TROUBLES RAISE QUESTIONS ABOUT ITS INVINCIBILITY

Elon Musk appeared to be in a defiant mood Wednesday when he stood before employees at Tesla's factory near Berlin a week after an arsonist set fire to a high-voltage power pylon and brought production to a standstill.

MCDONALD'S HAVE BEEN REPORTED WORLDWIDE, SHUTTERING

System failures at McDonald's have been reported worldwide, shuttering some restaurants for hours and leading to social media complaints. The fast food chain called the problems Friday a "technology outage" that is being fixed and apologized for the inconvenience. The Chicago-based burger giant said the problems aren't related to a cybersecurity issue.



TOYOTA AGREES TO BIGGEST WAGE HIKE IN 25 YEARS

Toyota Motor agreed to give factory workers their biggest pay increase in 25 years on Wednesday, heightening expectations that bumper pay raises will give the central bank leeway to make a key policy shift next week.



"Bid farewell to AI innovation?" Should AI be regulated for good? Or is it another presumptuous step for social control?

In the landscape of Artificial Intelligence (AI), the question of regulation emerges as a pivotal crossroads, requiring careful consideration and a jointly workable approach from governments, corporations, and the market. As we stand on the precipice of an AI-powered future, the discourse on whether, and how, to regulate this transformative technology becomes an imperative exploration of ethical, legal, and market dynamics.

At the forefront of the AI regulatory conversation stands the role of governments. The question is not merely whether they should regulate, but how they can strike a delicate balance between nurturing innovation and safeguarding societal values. Drawing inspiration from successful models such as the General Data Protection Regulation (GDPR), governments wield the power to establish a comprehensive regulatory framework that transcends borders and addresses ethical concerns associated with AI applications.

Corporations, as the architects of AI innovation, bear a significant responsibility in shaping the regulatory landscape. Ethical considerations, transparency, and accountability must be ingrained in the development lifecycle of AI technologies. The GDPR's 'privacy by design' principle serves as a guiding light, urging corporations to embed ethical considerations into the very fabric of AI systems. As stewards of technological progress, corporations must actively engage in self-regulation and collaborate with governmental bodies to ensure the ethical deployment of AI.

Simultaneously, the market itself plays a crucial role in regulating AI. The dynamism of market forces, driven by consumer preferences and demands, can act as a potent force for self-regulation. A market that prioritizes ethical AI applications and shuns those lacking transparency creates an environment where corporations are incentivized to align with societal values. Consumer education and awareness campaigns can further empower the market to distinguish between ethically sound and questionable AI practices.

"Bid farewell to AI innovation?" Should AI be regulated for good? Or is it another presumptuous step for social control?

Reflecting on past cases where overregulation proved to be a mistake underscores the delicate nature of this tripartite discourse. One notable instance is the stifling effect of excessive regulations on the development of the early internet. Overly prescriptive measures had the unintended consequence of hindering innovation and impeding the organic growth of the digital landscape.

The crux of the matter lies in harmonizing these three dimensions – governmental oversight, corporate responsibility, and market dynamics

A synergistic approach that leverages the strengths of each element while mitigating their respective weaknesses is essential. Governments should provide a robust regulatory framework, corporations should adhere to ethical standards, and the market should reward responsible AI practices. Only through this collaborative effort can we navigate the intricate dance between innovation and regulation.

In this tripartite discourse, the regulation of AI requires an active collaboration between governmental authority, corporate responsibility, and the dynamic pulse of the market.

Dr. Raul Rodriguez
Vice President,
Woxsen University



WHY SUSTAINABILITY IS ESSENTIAL FOR BUSINESS SUCCESS IN THE 21ST CENTURY

INTRODUCTION:

In the rapidly changing landscape of the 21st century, businesses face numerous challenges and opportunities. One of the most pressing concerns for companies worldwide is the need to embrace sustainability. Sustainability is no longer just a buzzword; it has become essential to business success.

THE SHIFT TOWARDS SUSTAINABILITY

EMBRACING RESPONSIBILITY:

It involves making conscious choices that minimize negative impacts on the environment, promote social well-being, and ensure long-term economic viability.

BUILDING A POSITIVE REPUTATION:

A strong reputation is vital for any business. By integrating sustainability into their core practices, companies can build a positive brand image that resonates with consumers.

ENVIRONMENTAL BENEFITS OF SUSTAINABILITY

MITIGATING CLIMATE CHANGE:

Climate change is one of the most significant challenges humanity faces today. Businesses have a crucial role to play in combating climate change by reducing greenhouse gas emissions and adopting cleaner energy sources.

PRESERVING NATURAL RESOURCES:

Sustainability involves responsible resource management. By adopting eco-friendly practices, businesses can minimize their ecological footprint and reduce the depletion of natural resources.

SOCIAL BENEFITS OF SUSTAINABILITY

ENHANCING EMPLOYEE ENGAGEMENT:

A sustainable business is more likely to attract and retain talented employees.. Businesses can increase employee engagement and satisfaction by promoting sustainability within the organization.

STRENGTHENING COMMUNITY RELATIONS:

Businesses operate within communities, and their actions can profoundly impact the local population. By integrating sustainability into their operations, companies can contribute positively to the communities they serve. This can be achieved through philanthropy, partnerships with local organizations, and supporting initiatives that address social challenges. Businesses can foster goodwill, gain local support, and enhance their reputation by actively engaging with communities.

Why Sustainability is Essential for Business Success in the 21st Century

ECONOMIC BENEFITS OF SUSTAINABILITY DRIVING INNOVATION AND COST SAVINGS:

Sustainability drives innovation by encouraging businesses to find new, more efficient ways of operating. Companies that invest in sustainable technologies and practices often discover cost-saving opportunities.

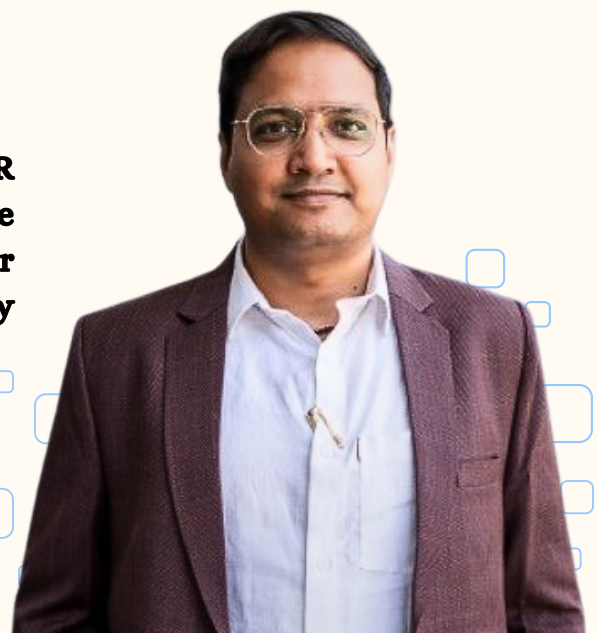
FUTURE-PROOFING THE BUSINESS:

In an era of increasing regulatory scrutiny and changing consumer preferences, businesses must adapt to survive. By proactively embracing sustainability, companies can future-proof their operations. By staying ahead of regulations and anticipating market demands, businesses reduce the risk of being caught off guard by sudden shifts in the business environment.

CONCLUSION:

In the 21st century, sustainability is pivotal for business prosperity. By embracing sustainable practices, companies can garner benefits such as environmental stewardship, enhanced reputation, cost savings, and long-term viability. Integration of sustainability into core strategies is crucial for competitiveness. Aligning with customer values fosters a positive reputation and provides a competitive edge. Socially, sustainability promotes employee engagement, leading to a motivated workforce. Through community involvement, companies build trust and goodwill. In summary, sustainability is indispensable for business success, offering not only societal alignment but also tangible benefits. Embracing sustainability is paramount for long-term prosperity and a positive legacy.

DR. DAYA SHANKAR
Dean - School of Science
Head - Trade Tower
Woxsen University





5 Effective Ways to Generate Business Ideas

In the dynamic landscape of entrepreneurship, the ability to generate innovative business ideas is paramount. Whether you're a seasoned entrepreneur or just starting your journey, finding the right business idea can be challenging yet exhilarating. Fortunately, there are several proven methods to spark creativity and uncover viable business opportunities. Let's explore five effective ways to create business ideas.

2. Draw from Experience:

Your personal and professional experiences can be a goldmine for generating business ideas. Reflect on your passions, interests, and areas of expertise. Consider problems you've encountered daily or gaps you've observed in the market. Your unique experiences and insights can lead to innovative business concepts that address real-world needs and resonate with potential customers. Drawing from your experience ensures authenticity and relevance in your business ideas.

3. Survey the Local Area:

The local community provides a rich source of inspiration for generating business ideas. Conduct surveys, interviews, and market research to gain insights into the needs and preferences of your target audience. Observe trends, identify pain points, and uncover untapped opportunities within your local area. By understanding your community's specific challenges and demands, you can develop business ideas that cater to their needs and establish a strong foundation for success.

1. Learn from Businessmen:

One of the most effective ways to generate business ideas is by learning from successful businessmen and women who have navigated the entrepreneurial landscape before you. Study their journeys, successes, and failures. Analyze how they identified market needs, innovated, and capitalized on opportunities. By understanding their strategies and insights, you can gain valuable inspiration and perspective to fuel your entrepreneurial endeavors.

4. Scan the Environment:

In our interconnected world, staying informed about global trends is vital for innovative business ideas. Keep track of industry trends, emerging technologies, and societal changes that impact consumer behavior. Utilize online resources, industry publications, and networking to identify opportunities. Anticipate market shifts and position your business to capitalize on emerging trends.

5 Effective Ways to Generate Business Ideas

5. Brainstorm:

Harness the power of collective creativity through brainstorming sessions with peers, mentors, or fellow entrepreneurs. Create a conducive environment that encourages open dialogue, idea generation, and constructive feedback. Use brainstorming techniques such as mind mapping, SWOT analysis, or role-playing to explore different perspectives and uncover new business ideas. Embrace diversity of thought and encourage participants to think outside the box. By leveraging the collective wisdom and creativity of the group, you can generate a wide range of innovative business ideas that have the potential to disrupt markets and drive growth.

Conclusion

Generating business ideas is a dynamic and iterative process that requires creativity, curiosity, and strategic thinking. By learning from successful entrepreneurs, drawing from personal experience, surveying the local area, scanning the environment, and brainstorming with others, you can unlock a wealth of opportunities and uncover innovative business concepts that have the potential to thrive in today's competitive landscape. Embrace experimentation, persistence, and an entrepreneurial mindset as you embark on the journey of creating and pursuing your business ideas.



Mr. Charan Sanjeev Tadimalla
Trade Tower
Startup Coordinator



MENTAL HEALTH IN THE WORKPLACE

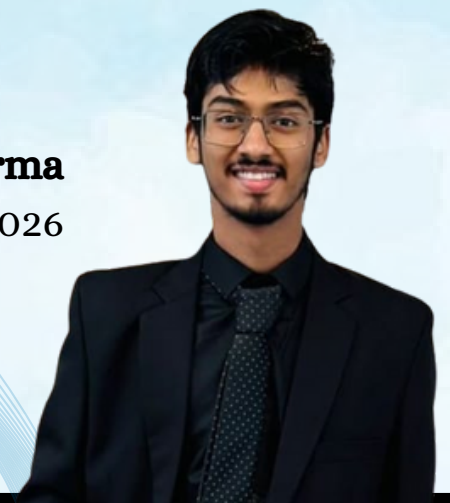
In today's competitive work environment, mental health has emerged as a critical concern for both employers and employees. The prevalence of stress, anxiety, and burnout underscores the necessity for organizations to prioritize mental wellness and cultivate supportive workplace cultures. Employers play a pivotal role in fostering such environments by implementing policies promoting work-life balance, flexible scheduling, and remote work options. Offering resources like Employee Assistance Programs (EAPs), mental health services, and counseling demonstrates a commitment to employee well-being. Open communication channels and mental health awareness training empower employees to seek help and diminish the stigma associated with mental illness. By prioritizing mental wellness, companies not only enhance employee morale but also cultivate a healthier and more productive workforce, ultimately contributing to long-term organizational success.

By fostering a culture of empathy, understanding, and support, organizations can create an environment where employees feel valued, respected, and empowered to prioritize their mental health. On an individual level, employees can take proactive steps to manage their mental well-being in the workplace. Setting boundaries, practicing self-care, and seeking support from colleagues and supervisors can help alleviate stress and prevent burnout. Furthermore, cultivating hobbies, interests, and social connections outside of work can provide a sense of balance and fulfillment, enhancing overall mental wellness. In conclusion, prioritizing mental health in the workplace is essential for creating a productive, engaged, and resilient workforce. By implementing supportive policies, fostering open communication, and promoting self-care practices, employers and employees can work together to cultivate a workplace culture that values and prioritizes mental wellness.



Aditya Verma

BBA - 2026



Why Many Startups Fail: Common Pitfalls and Lessons Learned

Why Many Startups Fail: Common Pitfalls and Lessons Learned

In the exhilarating world of entrepreneurship, startups emerge as beacons of innovation and potential. Yet, despite the dreams and ambitions that fuel their inception, the harsh reality is that many startups falter and fail. Why does this happen? What lessons can we glean from these disappointments? Let's delve into the intricacies of startup failures and uncover the key factors behind them.

Understanding the Startup Landscape

Before delving into the reasons why startups fail, let's define what exactly constitutes a startup. In its essence, a startup represents the early stages of a company's journey, typically founded by visionary entrepreneurs driven by the desire to bring a new product or service to market. Often characterized by high costs and limited revenue, startups rely on various sources of capital, including venture capitalists, to fuel their growth.

1. Lack of Market Demand

A primary pitfall for startups is the lack of market demand for their offerings. Despite confidence in their ideas, many fail to conduct thorough market research, leading to products that don't resonate with consumers. Startups must prioritize understanding their target market by conducting in-depth analysis, identifying demographics, assessing competitors, and understanding consumer behaviors. Various research methods like surveys and data analysis provide insights into market trends. Tailoring products to meet real-world needs based on a comprehensive understanding of the audience is crucial for startup success.

2. Poor Product-Market Fit

Startups face the risk of stumbling even with a demand for their product if they don't align with market desires. Understanding customer needs deeply and iteratively refining the product is crucial. Continuous adaptation based on feedback ensures a strong product-market fit. Strategies like beta tests, user feedback solicitation, and data analysis can enhance this fit. Active engagement with customers throughout development ensures offerings resonate and deliver value. Startups must prioritize this iterative approach to ensure their products align effectively with market demands.

3. Cash Flow Problems

Cash flow issues pose a significant threat to startup survival, often stemming from inadequate financial management. Close monitoring of expenses and revenue is vital for sustaining operations. Prioritizing financial planning and budgeting aids in navigating uncertainties. Effective management involves forecasting expenses, boosting revenue, and trimming costs. Establishing clear financial objectives and regular performance monitoring are crucial. Diligent cash flow management mitigates risks, positioning startups for enduring success.

4. Team Issues

Team cohesion is vital for a startup's success. Dysfunctional teams with disputes or talent shortages often struggle with decision-making and motivation. To thrive, build a diverse, cohesive team with complementary skills and shared values. Prioritize a strong organizational culture with open communication and mutual respect. Invest in team-building, leadership development, and employee engagement to foster collaboration. A high-performing team drives sustainable growth.

5. Ineffective Marketing and Sales

For a startup to thrive, effective marketing and sales strategies are essential. Investing in robust marketing initiatives, sales channels, and customer acquisition efforts is crucial for growth. Understanding target demographics, crafting compelling messaging, and strategic distribution are key elements. Utilizing digital tools, social media platforms, and content marketing can effectively engage the audience. Continuous refinement based on customer feedback and market insights is necessary to build a strong brand presence and ensure sustainable revenue growth.

Conclusion: Learning from Failure

Startup failure, while common, offers valuable lessons for entrepreneurs. By understanding reasons behind failures and learning from them, entrepreneurs can navigate the startup landscape more effectively. Embracing continuous improvement and adaptation increases chances of success. In the unpredictable startup world, failure is often a stepping stone to future triumphs. Armed with insights and resilience, entrepreneurs embody the spirit of innovation driving progress.

Ms. Priyal Agarwal

BBA - 2026



Embracing Sustainability in Supply Chains: A Path to Success in Business and Beyond

The Rise of Sustainable Practices

The realization of environmental and social repercussions stemming from business operations has sparked a fundamental shift in corporate consciousness. Businesses are increasingly recognizing the imperative to mitigate their impact on the planet and society. This awareness has catalyzed the ascendancy of sustainable supply chain management, a multifaceted approach that transcends traditional supply chain objectives of speed, cost, and reliability.

Beyond Efficiency: A Holistic Approach

Sustainable supply chain management extends the purview of traditional practices to encompass broader environmental and societal considerations. It entails addressing pressing global challenges such as climate change, water scarcity, and deforestation, while also ensuring fair labor practices throughout the supply network. By adopting a holistic approach, companies can create value not only for shareholders but also for communities and ecosystems impacted by their operations.



The Rise of Sustainable Practices

1. Reduced Environmental Impact:

Embracing sustainability cuts carbon footprints and resource use, guarding against scarcity and extreme weather.

2. Stronger Brand Reputation:

Prioritizing sustainability boosts brand image, loyalty, and advocacy.

3. Risk Mitigation:

Sustainable practices in supply chains reduce disruptions and reliance on single sources.

Implementing Sustainable Practices: A Multi-faceted Approach

1. Collaboration with Suppliers:

Building strong supplier relationships is crucial, with clear ethical and environmental standards set, regular audits conducted, and support provided for sustainable practices.

2. Sustainable Sourcing:

Prioritizing ethically sourced materials involves using recycled materials, supporting fair trade, and procuring locally to reduce transportation emissions. Certifications like Forest Stewardship Council (FSC) or Fair Trade ensure supplier adherence to sustainability standards.

3. Operations Optimization:

Reducing energy consumption and waste generation is vital for sustainable supply chains. This can be achieved through energy-efficient technologies, optimized transportation routes, and investment in renewable energy sources.

Data: Driving Sustainable Innovation

Transparency and Visibility

Cloud-based solutions enable companies to gain deeper visibility into their operations, track environmental metrics, and identify areas for improvement. Transparency fosters better communication with stakeholders and holds suppliers accountable for sustainability goals.

Data-Driven Strategies

By analyzing vast datasets, companies can identify inefficiencies, optimize logistics, and predict potential disruptions. This data-driven approach empowers businesses to make informed decisions that promote sustainability throughout the supply chain.

Example: Apple's Sustainability Efforts

Apple exemplifies a company actively working to reduce its environmental impact across its supply chain. By transitioning to renewable energy sources, investing in forest conservation projects, and collaborating with suppliers to implement sustainable practices, Apple demonstrates a commitment to sustainability and environmental stewardship.



The Circular Economy: A Sustainable Future

The circular economy presents a compelling vision for a sustainable future. By designing products for a closed-loop system, wherein materials are reused and recycled, businesses can minimize waste and pollution, thus reducing their environmental footprint.

Conclusion

Sustainable supply chain management is essential today. Embracing sustainability ensures long-term success, supports a healthier planet, and strengthens stakeholder relationships. Innovation and collaboration are key to achieving a sustainable future. Investing in sustainability now creates a brighter tomorrow for business, society, and the planet.



Ms. Aanya Lal

BBA - 2026



Glimpses from March

Science Day

Celebrating Science Day at Woxsen University was a momentous occasion to recognize and honor the pivotal role of science in shaping our world and driving innovation. Through various events and seminars, Science Day at Woxsen University offered an opportunity for students, faculty, and researchers to showcase their work and exchange ideas. The day with Inauguration of the Satheesh Reddy Physics Laboratory: honoring the contributions of Dr. G. Satheesh Reddy, Scientific Adviser to Raksha Mantri, Ministry of Defence, Government of India, and former Chairman of DRDO. Moving onto the Vigyanshala Event where the students and faculty alike are Immersed in a captivating guest lecture by Dr. Reddy, followed by a stimulating panel discussion with leading scientists.

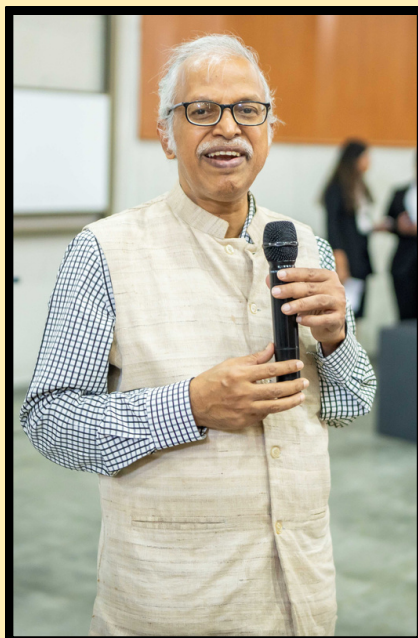
(Feb 27th 2024)



Glimpses from March

Science Day (28th Feb)

The National Science Day celebration at Venue LT2 commenced with faculty and students gathering, honoring Nobel laureate Sir C.V. Raman. The Vice Chancellor and Guest of Honor, Prof. Debi Prasad Mishra- Director of NITTTR Kolkata, Ministry of Education, Government of India, shared insightful remarks, emphasizing the importance of scientific inquiry. Following felicitation, the Dean of the School of Science at Woxsen University highlighted academia's role in fostering innovation.



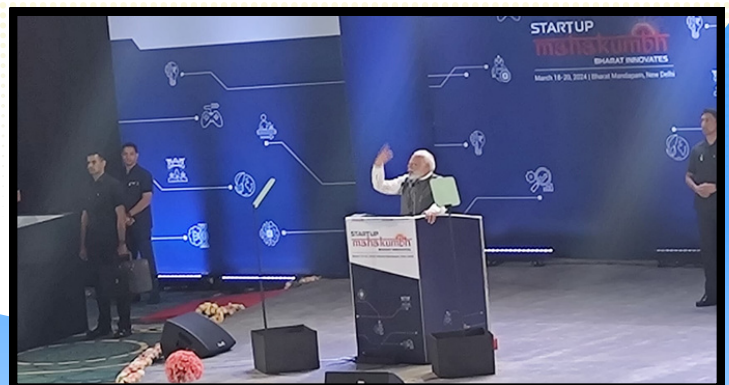
Attendees enjoyed engaging in stimulating activities like quizzes, debates, and lab visits. They went for campus tour. The day continued with a drawing and painting competition, showcasing artistic talents inspired by science. Prize distribution honored winners, concluding with heartfelt closing remarks and thanks from Dr. Beauty Pandey. The event left attendees inspired and enriched, fostering a deeper appreciation for the wonders of science.

Glimpses from March

Startup Mahakumbh 2024!

In an exciting development, Woxsen University students have secured a coveted opportunity to showcase their innovative ideas at the esteemed Startup Mahakumbh, India's largest startup event! Scheduled to unfold from March 18th to 20th, 2024, at Bharat Mandapam, New Delhi, this event promises to be a pivotal moment for aspiring entrepreneurs.

We're delighted to share that our students will receive generous support from the government, covering travel and accommodation expenses. This backing underscores the government's commitment to fostering entrepreneurial talent and empowering the next generation of innovators.



The Startup Mahakumbh serves as a dynamic platform for budding entrepreneurs to connect with industry stalwarts, gain invaluable insights, and potentially secure funding for their ventures. With this unparalleled opportunity on the horizon, our students are poised to make waves and propel their startup ideas to new heights.

Let's extend our heartfelt congratulations to the Woxsen University students for this remarkable achievement! As they gear up to present their groundbreaking concepts at the Startup Mahakumbh 2024, let's rally behind them and wish them the best of luck. Together, let's celebrate their journey as they embark on this exciting entrepreneurial endeavor.

Glimpses from March

Perfect pitch

Trade Tower recently organized a Perfect pitch session with selected students, led by Dr. Daya Shankar Sir, The Head of Trade Tower. Dr. Daya Shankar Sir shared valuable insights on delivering effective pitches, emphasizing the importance of clarity and persuasion. He also elaborated on the different types of pitches, providing students with comprehensive guidance to enhance their presentation skills. It was an invaluable session aimed at preparing students for successful pitching opportunities in the future.



Glimpses from March

Ideatia

There was a three-day workshop on startup entrepreneurship at the Trade Tower situated in Woxsen University. Day one covered common reasons for startup failures and dealt with different entrepreneurial subjects. The second day saw students learning effective pitching techniques, pitching their ideas and getting feedback to improve their presentations by Dr. Daya Shankar Sir. Finally, on the third day students confidently pitched their start-up ideas and signed MOUs with the Trade Tower as future collaboration symbols, thereby culminating this event. Practical insights were gained by participants in the workshop that enabled them to sharpen their entrepreneurial skills; thus leaving them with a renewed confidence and determination about venturing into start-ups again.



Upcoming Events

Talks from the Top

We're thrilled to introduce ,

'RAVI BUDAMA'



the visionary behind 'StartupYo', dedicated to fostering entrepreneurship in India and globally. As an ex-US Professional Fellow, Ravi offers a unique perspective on cultural exchange and collaboration. Through StartupYo, he empowers aspiring entrepreneurs with knowledge and connections, helping transform ideas into successful

businesses. Ravi's extensive experience enriches his role as a mentor, providing invaluable insights into the startup ecosystem's intricacies. Known for his infectious enthusiasm, he actively builds a supportive community for founders, embodying a commitment to nurturing innovation and fostering growth.

Get ready to be inspired by Ravi's insights and experiences as he shares his valuable knowledge on navigating the exciting world of entrepreneurship!

UPCOMING EVENTS

Startup of the Month

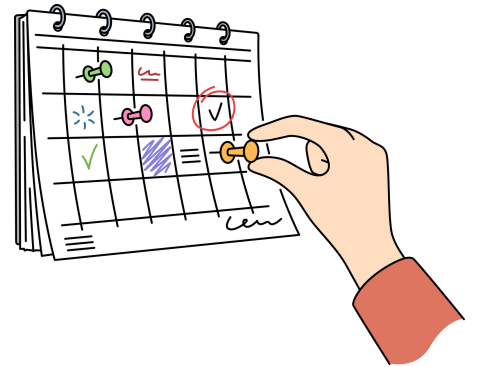
Want to turn your Ideas into a successful business? You've come to the right place.

Benefits:

- Featured as Startup of the Month
- Certificate of Recognition
- Immediate Upgradation and Access to Trade Tower
- Continuous Incubation Support
- Representation at Outside Events
- Access to Global Mentors
- Opportunities to Connect and Compete for Funding
- Become the Startup Ambassador of Campus

Submission Deadline: 20th of Each Month

Pitching and Result : 30th of Each Month



Click Here

Y u k t i

National Innovation Challenge

Begin your journey of creativity and problem solving! To participate in the National Innovation Challenge, scan the QR code or click the link below. Your ideas can shape the future!

Introducing the *Team*



Dr. Daya Shankar Tiwari

Head - Trade Tower

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Mr. Charan Sanjeev

Startup Coordinator, Trade Tower

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Student Coordinator, Trade Tower

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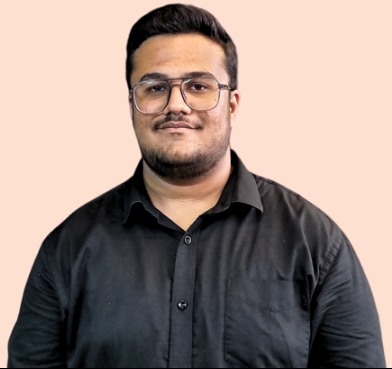


Mr. Utsav Khodiar

Student Coordinator, Trade Tower

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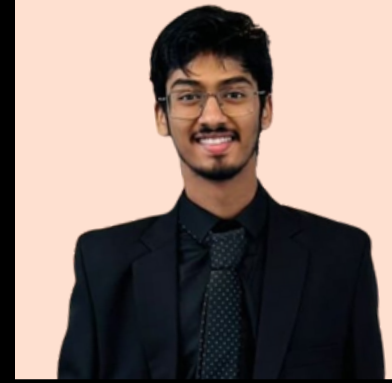
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