

December Edition of

# LaunchpadX

Trade Tower's Monthly Newsletter



# DECEMBER 2024 NEWSLETTER

Trade Tower is 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.



# 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



# Table of Contents

Content's	Page No.
Corporate Currents	1
Articles	3
1. Discipline: Because the path of a wild, carefree rebel isn't meant for everyone.	3
2. Unlocking Potential: Harnessing the Power of Educational AI Tools for Student Learning and Success.	4
3. Women Empowerment as a Tool for Economic Recovery.	6
4. Building a Strong Entrepreneurial Mindset: Tips for Success	9
5. The Importance of Social Media for Startup Branding and Growth	11
6. How to Attract Top Talent to Your Startup Without Big Budgets	12
7. Leveraging Technology to scale Your Startup Efficiently.	14
Glimpses of the Month	16
Upcoming Events	19

# CORPORATE CURRENTS

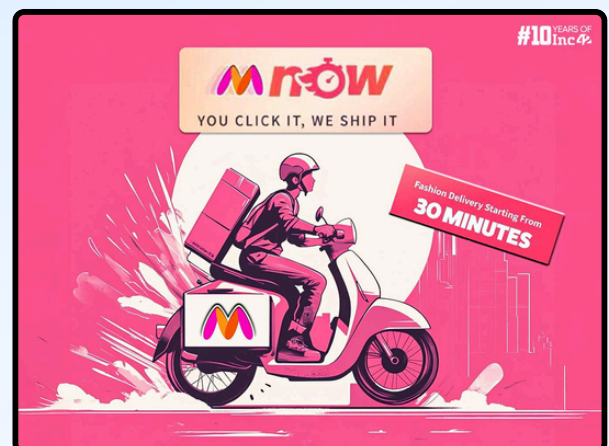


## AADIT PALICHA LED ZEPTO RAISES \$350 MILLION IN DOMESTIC FUNDING

Zepto, an Indian quick commerce startup, raised \$350 million in a domestic funding round led by Motilal Oswal Private Equity, boosting its valuation to \$1.7 billion. The funds will support expansion, tech improvements, and scaling, as the company aims for an IPO in 2025. This round highlights strong domestic backing for rapid delivery startups in India's growing e-commerce sector.

## MYNTRA LAUNCHES 'M-NOW' PILOT FOR TWO-HOUR DELIVERIES IN BENGALURU'S SELECT LOCATIONS

Myntra has launched a pilot for its "M-Now" service in Bengaluru, enabling two-hour deliveries for select locations. The service will initially be available for fashion and lifestyle products, aiming to enhance customer experience with faster delivery. Myntra plans to expand the service across more cities if the pilot proves successful.



## ZOMATO RAISES ₹8,500 CRORE FOR EXPANSION

Zomato successfully raised ₹8,500 crore (\$1 billion) through a Qualified Institutional Placement (QIP). The funding, led by domestic investors like Motilal Oswal, ICICI Prudential, HDFC Mutual Fund, and others, will strengthen its balance sheet, expand Blinkit's network, and boost tech infrastructure. This move reduces foreign ownership to under 50%, aligning with regulatory benefits. The funds will help Zomato enhance its position in the competitive quick commerce sector.



## AMAZON DOUBLES DOWN ON AI STARTUP ANTHROPIC WITH \$4 BILLION INVESTMENT

Amazon has increased its investment in Anthropic, an AI startup behind the Claude chatbot, to \$8 billion. This partnership will focus on enhancing Amazon's AI capabilities and include exclusive use of Anthropic's models for AWS customers. The move strengthens Amazon's position against Microsoft and Google in the AI race.



## APPLE INDIA SEES 23% PROFIT GROWTH IN FY24

Apple India's net profit for FY24 rose 23% to ₹2,746 crore, while revenue grew by 36%, reaching ₹67,122 crore, largely driven by strong iPhone sales. The company's strategic pricing, financing options, and strong market presence have helped expand its share in the competitive Indian market.

## BITCOIN REACHES \$95K, SET TO HIT \$100K

Bitcoin has surged to a record high of \$95,000, driven by growing institutional adoption, economic uncertainty, and increasing mainstream interest. Analysts predict that Bitcoin may soon surpass \$100,000, as its perceived value as a hedge against inflation continues to rise. This marks a new milestone in the cryptocurrency market.



# Discipline: Because the path of a wild, carefree rebel isn't meant for everyone.

Discipline often invokes fear in procrastinators—it's the dreaded word no one wants to hear. As adults, we resist being told what to do, and the idea of following strict rules can feel suffocating. But, like it or not, discipline is a vital part of leading a successful and purposeful life. Without it, we risk becoming directionless and unproductive. Let's explore what some of history's greatest thinkers have to say about discipline.

Thomas Aquinas saw discipline as the virtue that helps regulate our actions and passions through reason. It's about exercising self-control and ensuring our behavior aligns with our values and goals. While this sounds wonderful, we all know how difficult it is to resist everyday temptations, like bingeing Netflix or indulging in unhealthy habits.

John Locke viewed discipline as essential for training and educating the mind and body. He believed it helped develop the skills necessary to lead a productive and fulfilling life. Yet, in today's fast-paced world, it's hard to find the time or energy to cultivate these habits amid the pressures of work, family, and social commitments.

Friedrich Nietzsche offered a different perspective. For him, discipline wasn't about self-control or virtue but rather about the "will to power"—the drive to shape oneself, overcome obstacles, and achieve one's goals. This perspective might resonate with those of us who feel more motivated by ambition, but even Nietzsche's vision of discipline requires substantial effort and willpower, which is often hard to sustain.

The Bhagavad Gita emphasizes discipline as the means to self-control, enlightenment, and the cultivation of virtues like compassion and courage. But, in a world filled with distractions, achieving such focus feels nearly impossible.

In the end, discipline is hard but essential. Keep striving, and even small victories in self-discipline can lead to meaningful progress.

**Dr. Raul Rodriguez**  
Vice President,  
Woxsen University



# Unlocking Potential: Harnessing the Power of Educational AI Tools for Student Learning and Success.

## Definition of Educational AI Tools

In today's digitally-driven world, Educational AI Tools are revolutionizing the landscape of learning and teaching. These tools, powered by artificial intelligence (AI) and machine learning, offer dynamic, personalized education experiences. By harnessing the capabilities of AI in Education, these tools create smart learning environments that adapt to individual student needs. AI-Powered Learning Platforms are not just digital



interfaces; they are intelligent systems that provide data-driven learning solutions, enhancing the overall technology in the classroom. The integration of AI for Student Success and the broader digital transformation in education is a pivotal topic. It's not just about the technology; it's about shaping the future of education to be more inclusive, efficient, and effective.

## The Evolution of Educational AI

The journey of Educational AI Tools began decades ago, rooted in the early days of computer science and educational technology. Initially, AI in Education was a concept more akin to science fiction, with visions of intelligent machines aiding learning. However, the rapid progression of technology and the emergence of machine learning algorithms transformed this vision into reality.

AI-powered platforms later introduced dynamic and interactive learning experiences, marking a significant technological leap. Ethical considerations, such as data privacy and responsible use, became essential as AI tools gained prominence. The recent trend emphasizes the integration of AI tools with teacher collaboration, creating a holistic approach to enhance education.

This evolution reflects the continuous innovation in educational technology, adapting to the needs of both educators and learners.

Today there are different types of AI Tools; like Language Learning Applications, Educational games and Simulations, Content Creation Tools, Edu. Robots, Data Analytic Tools and etc. With these different types the benefit of Educational AI Tools are Improved Personalization, Enhanced Learning Outcomes, Accessibility and Inclusivity, Time Efficiency, Data-Driven Insights and many more...

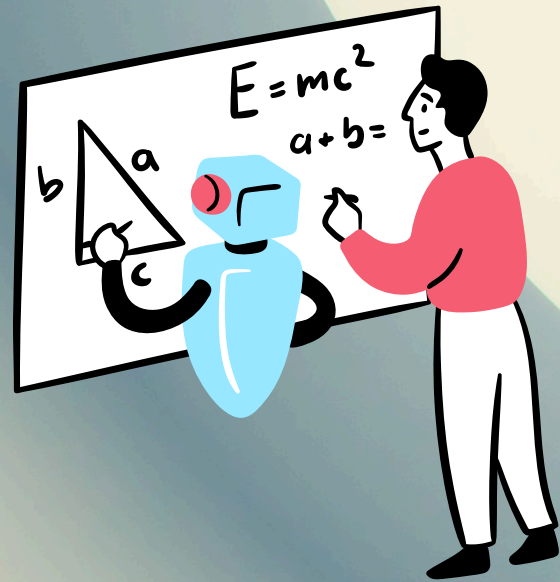
## Challenges and Concerns in Educational AI Tools

Educational AI tools face several challenges and concerns that impact their effective implementation. One major issue is privacy and data security, as these tools collect and analyze large amounts of sensitive student information. Also; Ensuring robust encryption and strict adherence to data protection regulations is crucial to prevent breaches and misuse, Teacher-Student Dynamics, Maintaining Academic Integrity and other concerns are crucial to be pointed out.



## Future Trends in Educational AI

The future of educational AI tools will be shaped by predictive analytics, enabling early identification of learning gaps and personalized learning pathways. AI will transform curriculum development, enhance student engagement through immersive experiences, and support teacher training, while addressing ethical considerations like bias, privacy, and data security. Additionally, AI will revolutionize assessment methods by providing automated, personalized evaluations with real-time feedback.



## Conclusion

AI tools has positive side and so too negative! But looking ahead, the future of education is intrinsically linked with the advancement of AI. As we continue to innovate and ethically harness these tools, we can expect even more personalized, efficient, and effective educational experiences. The integration of AI in education is not just a fleeting trend but a cornerstone of a future where learning is limitless, accessible, and continuously evolving.

In conclusion, Educational AI Tools are not just facilitators of learning; they are powerful catalysts for educational transformation, opening doors to new possibilities and horizons in the realm of learning and teaching.

**Dr. Daya Shankar**  
Dean - School of Science,  
Head - Trade Tower,  
Woxsen University.



# Women Empowerment as a Tool for Economic Recovery

## Women's Role in Entrepreneurship and Leadership

The fact that there are more and more female entrepreneurs worldwide shows how important they are to the revival of the economy. Female-led businesses prioritize inclusive business practices, support community development, and reinvest profits back into local economies. Women entrepreneurs usually focus on areas like sustainable agriculture, healthcare, and education that are critical to long-term development and recovery, especially in underdeveloped countries.

Modern economic and social life is thought to be substantially impacted by entrepreneurship, which is directly tied to SMEs primarily for two reasons: MSE is frequently the result of entrepreneurial activities or processes. It is a dynamic process of creation, transformation, and vision.

Influencing others to voluntarily do what you want them to do in order to accomplish organizational goals and objectives is the process of leadership.

Women in leadership positions in the public and private sectors offer a unique combination of skills and perspectives. They often have the risk-reduction, long-term planning, and cooperation abilities that are essential throughout an economic recovery. As boardrooms and political arenas become more gender diverse, policies that promote equality and economic stability are more likely to be adopted.

## Barriers to Economic Empowerment

Despite the potential benefits, there are still a lot of barriers standing in the way of women's empowerment. However, legal restrictions, gender bias, cultural norms, and barriers to loans, land, and justice all limit women's economic participation. In addition, women are more likely to have lower-paying positions in the unorganized sector, putting them at danger during recessions.

## Women Empowerment as Social and Economic Resilience

Whole communities gain when women are empowered. Research indicates that women typically prioritize education, healthcare, and sustenance when allocating their income to their family. A community becomes more robust to economic adversity as a result of this cycle, which also strengthens families and society. Women's success benefits their families, the country, and society as a whole.



## **The role of women empowerment in economic growth and poverty reduction**

The process of the global economic recovery depends on the empowerment of women. By enabling women to participate fully in the economy, whether through leadership, entrepreneurship, or labor inclusion, societies can unlock untapped potential that can sustain progress. Governments, businesses, and international organizations must prioritize gender equality, and they must support initiatives that promote female entrepreneurship and leadership.

Empowered women are essential to a stronger and more resilient global economy.

Their efforts have the potential to improve social cohesion, boost economies, and open doors for next generations. Women's empowerment is not just a way to achieve economic recovery; it is the foundation of long-term progress.

### **Case Study**

#### **1. Women Entrepreneurship in India (Nykaa)**

Nykaa's founder, Falguni Nayar, is a prime example of the strength of female entrepreneurs. Nayar left a lucrative career in investment banking to start Nykaa, an e-commerce platform for beauty and wellness that grew to be a billion-dollar business. When Nykaa went public in 2021, Nayar became one of the richest self-made women in India.

Nykaa has demonstrated how women-led enterprises can spur economic growth and dismantle gender barriers by empowering women in local communities, promoting Indian beauty items, and creating thousands of employment in addition to its financial success.

## **2: Women Entrepreneurs in Africa (SoleRebels)**

In Bethlehem, Ethiopia SoleRebels creator Tilahun Alemu has demonstrated how women's business may support sustainability and economic recovery. An environmentally conscious shoe company called SoleRebels exports to more than 50 nations while generating long-term employment in an area with a high unemployment rate.

In addition to creating jobs for women, Alemu's leadership has elevated SoleRebels to a position of ethical fashion leadership. Her narrative demonstrates the ways in which female entrepreneurs advance both the economy and the environment.

### **Case Study 3: Grameen Bank's Microfinance for Women**

Muhammad Yunus founded Grameen Bank in Bangladesh, which used microfinance to transform women's entrepreneurship. Grameen Bank lifted families out of poverty by giving women small loans so they could launch small businesses in industries like agriculture and textiles.

Due to their high rates of repayment, women were the main borrowers of loans; this model has subsequently been imitated worldwide, propelling economic recovery in areas with low incomes. Women's empowerment and community development have been fuelled by microfinance, demonstrating the need for financial inclusion for economic progress.

## Conclusion

Notwithstanding these achievements, women still encounter several obstacles that restrict their potential. These consist of a lack of education and training, cultural norms, and capital access. Since a substantially lower proportion of venture capital goes to female-led firms, women entrepreneurs frequently face difficulties obtaining funding. Furthermore, a large number of women are employed in unregulated industries with few safeguards, which leaves them at risk during recessions.

To eliminate these obstacles, governments, financial institutions, and businesses must work together. The gap can be closed with the support of programs like mentorship networks, training courses for female entrepreneurs, and gender-responsive finance. More women will be able to join and stay in the workforce if childcare is made available and work-life balance-promoting policies are put in place.



**Prof. Ruth Angbazo Andah**  
School of Business,  
Woxsen University



**Dr. Sarah Miriam Roy**  
School of Technology  
Woxsen University

# Building a Strong Entrepreneurial Mindset: Tips for Success

The journey of entrepreneurship is not for the faint-hearted. It requires more than just a good idea or an innovative product—it demands a strong mindset that can weather challenges, adapt to changes, and keep pushing toward success. A well-crafted entrepreneurial mindset can be the difference between thriving and giving up. Here's how you can build a mindset that supports sustainable growth:

## 1. Embrace Failure as a Learning Opportunity

Every entrepreneur faces failure at some point—whether it's a failed business venture, a poor investment decision, or a missed opportunity. A key aspect of a strong entrepreneurial mindset is learning how to view failure not as an endpoint but as a stepping stone toward growth. Instead of letting setbacks demoralize you, use them as lessons to improve your business strategies. Understanding that failure is a natural part of the process will empower you to keep moving forward with resilience.

## 2. Cultivate Adaptability

The business landscape is constantly changing, and entrepreneurs must be agile enough to adapt to these changes. Successful entrepreneurs are quick to pivot when needed, responding to market shifts, customer feedback, and new technological advancements. Cultivating adaptability means being open to change, learning new skills, and having the courage to evolve your business model when required.

## 3. Stay Committed to Your Vision

A strong entrepreneurial mindset involves commitment to your long-term vision. While it's important to remain flexible, you must also keep your overall goals in sight. The entrepreneurial journey is full of distractions, but focusing on your purpose will help you stay motivated during tough times. Successful entrepreneurs are driven by a sense of purpose that goes beyond short-term goals, helping them overcome obstacles along the way.

## 4. Build Emotional Resilience

Running a business comes with emotional ups and downs. At times, you'll feel like you're on top of the world; other times, you may face self-doubt or frustration. Building emotional resilience is essential for entrepreneurship, as it allows you to cope with stress, manage anxiety, and stay composed when making difficult decisions. Mindfulness, self-care, and a supportive network can all contribute to strengthening emotional resilience, making it easier to weather the emotional rollercoaster of entrepreneurship.

## 5. Develop a Growth Mindset

Having a growth mindset means believing that your abilities and intelligence can be developed through hard work, learning, and dedication. Entrepreneurs with a growth mindset are continuously looking for ways to improve, grow their businesses, and enhance their skills. They embrace challenges and remain motivated by the belief that every obstacle can be overcome with persistence.



## Conclusion

building a strong entrepreneurial mindset is crucial for long-term success. Embracing failure as a learning opportunity, staying adaptable to change, maintaining commitment to your vision, and building emotional resilience are all vital components. Coupled with a growth mindset, these traits empower entrepreneurs to navigate challenges and continuously evolve, driving both personal and business growth. Cultivating these qualities will set you on a path to sustainable success.



**PUNITH V**  
B.Tech 2027

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# The Importance of Social Media for Startup Branding and Growth

In today's digital age, social media is an invaluable tool for startups looking to build their brand, engage with customers, and drive business growth. From establishing an online presence to connecting with potential clients and investors, social media offers numerous benefits for businesses of all sizes.

## 1. Creating Brand Awareness

One of the first steps for any new startup is establishing its brand. Social media platforms like Instagram, Facebook, LinkedIn, and Twitter allow businesses to introduce themselves to a global audience. With consistent and strategic content creation, startups can increase brand awareness, showcase their products or services, and build a community of followers.

## 2. Engaging with Customers

Social media provides a direct line of communication between businesses and their customers. It allows startups to engage with their audience in real time, respond to queries, and gather feedback. Customer engagement not only improves satisfaction but also strengthens brand loyalty.

In addition, social media platforms allow businesses to run targeted ads, reaching the right audience with the right message. By analyzing engagement metrics, startups can adjust their marketing strategies to better serve their customer base.

## 3. Building Trust and Credibility

For new businesses, building trust with customers is crucial. Social media can help establish credibility by showcasing customer reviews, testimonials, and success stories. By sharing behind-the-scenes content or company milestones, startups can humanize their brand and connect with their audience on a personal level.

## 4. Generating Leads and Sales

Social media is not just a platform for engagement—it's also a powerful sales tool. With e-commerce integrations, businesses can sell their products directly through social media channels, making it easy for customers to make a purchase. Social media also enables startups to run targeted campaigns, generate leads, and increase sales.

**Kaushal Lembhe**

B.Tech 2027



# How to Attract Top Talent to Your Startup Without Big Budgets

Attracting top talent to your startup doesn't always require big salaries or a lavish budget. Many entrepreneurs believe that top-tier talent is only accessible with large financial resources, but that's not necessarily true. Here's how you can attract great employees while keeping costs low:

## 1. Build a Strong Company Culture

One of the most powerful ways to attract top talent is by fostering a strong company culture. Talented individuals are often more drawn to workplaces where they feel they will be respected, valued, and supported in their growth.

A positive company culture is one that emphasizes collaboration, innovation, work-life balance, and inclusivity. Startups can offer a dynamic and engaging work environment that larger companies might not be able to match.

## 2. Offer Career Growth Opportunities

Top candidates are looking for opportunities to advance their careers. Startups, with their flat organizational structures and room for innovation, can provide faster career progression. Offering opportunities for professional development, mentorship, and the chance to take on diverse roles will attract individuals who want to grow and make a significant impact on the company's success.

## 3. Provide Flexibility and Autonomy

Another appealing factor for top talent is flexibility. Today's workforce values work-life balance, and offering flexible hours or remote work options can be a major draw for skilled professionals. By trusting employees to manage their schedules and work remotely when needed, you can attract high-performing individuals who may not be willing to sacrifice their personal time for work.

## 4. Give Equity and Ownership

While startups may not be able to offer competitive salaries in the beginning, offering equity or ownership can be a great incentive. This creates a sense of ownership and commitment, making employees feel that they are directly contributing to the success of the company. The promise of future financial rewards from a growing company can be a motivating factor for top talent to join your team.



## 5. Use Networking and Referrals

Instead of spending large amounts of money on recruitment firms, tap into your personal network and ask for referrals from trusted colleagues, advisors, and partners. Building relationships with industry professionals and attending startup events can help you connect with talented individuals who are passionate about innovation and eager to join new ventures. Referral programs can also incentivize existing employees to bring in top talent.

## 6. Create a Compelling Vision

Talented professionals often want to be part of something bigger than just a paycheck. Startups with a clear, inspiring vision that addresses pressing problems can attract motivated individuals who want to contribute to meaningful work. Articulate your company's mission, values, and long-term goals clearly to potential employees, and show them how they can be part of something impactful.

## 7. Be Transparent and Honest

Transparency is crucial for building trust with top talent. Be clear about the startup's current challenges, financial position, and long-term outlook. Top candidates appreciate honesty and are often willing to join startups if they understand both the potential rewards and risks. Building that level of trust can create a sense of loyalty and dedication to the company's success.



**Mr. Sawar Lashkar**

BBA 2025

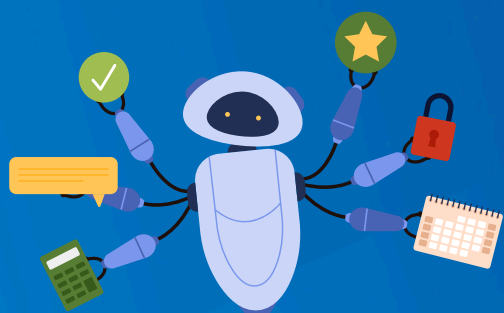


# LEVERAGING TECHNOLOGY TO SCALE YOUR STARTUP EFFICIENTLY

The journey of scaling a startup is often filled with numerous challenges, ranging from limited resources to tight timelines. One of the most effective ways to navigate this journey and propel growth is by leveraging technology. In today's digital world, technology is no longer just a tool; it's a catalyst for efficiency, enabling startups to scale faster, operate smoothly, and remain competitive. Whether it's automating routine tasks, managing customer relations, or analyzing data, technology can be harnessed in various ways to accelerate growth and simplify operations.

## Automating Routine Tasks

Startups often find themselves juggling a multitude of responsibilities with limited staff. As your business grows, the amount of manual work increases, leading to inefficiencies and potential errors. Technology offers several solutions to automate repetitive tasks. For instance, customer support can be streamlined through chatbots that handle common inquiries, saving valuable time for your team. Invoicing, payroll, and accounting can be automated through software like QuickBooks or Xero, reducing human error and ensuring compliance. By automating routine tasks, startups can free up their employees to focus on strategic, revenue-generating activities.



## Cloud-Based Solutions for Seamless Operations

Cloud technology is another essential tool for scaling startups. Cloud solutions enable businesses to store, access, and share data efficiently without worrying about costly IT infrastructure. Services like Google Drive, Dropbox, and Microsoft OneDrive offer businesses secure cloud storage, ensuring that all data is easily accessible to employees regardless of their location. Furthermore, cloud-based collaboration tools like Slack, Trello, and Asana foster seamless communication and task management across teams, even if they're spread across different time zones or locations.

Cloud solutions offer startups flexibility and scalability, enabling growth without costly hardware investments, allowing focus on core activities.

## **Data Analytics for Smarter Decision-Making**

Data analytics tools provide startups with the insights they need to make informed decisions. Platforms like Google Analytics or Tableau allow businesses to monitor website traffic, customer behavior, and sales trends. These insights can then be used to refine marketing strategies, improve customer service, and optimize product offerings. By relying on data, startups can make faster, more precise decisions, and avoid guesswork that could derail progress.

## **Enhancing Customer Experience**

A great customer experience is often the deciding factor between success and failure for startups. With the rise of AI-powered tools, startups can offer 24/7 customer support through chatbots or virtual assistants. Services like Zendesk help businesses consolidate all customer interactions into one platform, improving efficiency and ensuring no issue is overlooked. Personalization powered by AI algorithms can further enhance the customer journey, fostering loyalty and satisfaction.

## **Integrating Scalable Marketing Technologies**

Marketing is essential for startup growth, but managing campaigns manually can be time-consuming. Marketing automation tools like HubSpot, Mailchimp, and Google Ads allow startups to automate email campaigns, manage social media content, and target specific customer segments. These tools help reduce the burden on small teams while ensuring that marketing efforts are well-targeted and measurable.

## **Securing Data and Minimizing Risk**

As startups scale, data security becomes a critical concern. Protecting sensitive customer data from cyber threats is essential. Investing in cybersecurity tools like Norton or McAfee can help protect your business from data breaches and hacking attempts. Moreover, maintaining a secure network builds trust with customers, which is vital for customer retention.

**Harshith Reddy**

B.Tech 2027





## SMART INDIA HACKATHON

Congratulations to the team for being shortlisted for the Smart India Hackathon 2024! This remarkable achievement reflects the outstanding teamwork demonstrated by all team members and faculty advisors. Well done to everyone involved!

## NATIONAL ENTREPRENEURSHIP DAY

On the occasion of National Entrepreneurship Day, Trade Tower - Incubation, Innovation, Acceleration proudly hosted an insightful session for the students on the "**Importance of Entrepreneurship.**"

This session highlighted how entrepreneurial skills can be transformative, driving innovation, resilience, and impactful change.

The university remains committed to nurturing these foundational skills and empowering students to become pioneers in business, technology, and beyond. Here's to a future shaped by creativity and enterprising minds!



## WELCOMING NEW TALENT: AHARYA ONBOARDS INTERNS TO DRIVE INNOVATION AND GROWTH

We are delighted to announce that Aharya, one of the promising incubated startups, has welcomed a talented group of interns for various key roles, marking a pivotal moment in their growth journey.

At a special event, Dr. Daya Shankar Tiwari, Head of Trade Tower, and Ms. Avani Reddy, Founder of Aharya, personally handed over the offer letters to the interns, inspiring them to embrace the valuable opportunities ahead. Their contributions are set to play a vital role in driving the startup's vision forward.

At Trade Tower - Incubation, Innovation, Acceleration – Woxsen University, we are committed to fostering innovation by supporting startups like Aharya and providing students with invaluable, hands-on learning experiences. Congratulations to the interns as they embark on this exciting chapter, contributing to Aharya's continued success and inspiring mission!



# IIC EVENTS

## VICHAR CLUB, WOXSSEN UNIVERSITY

The event “Entrepreneurship and Innovation as a Career Opportunity” was organized by Vichar Club at Woxsen University on October 24, 2024. The session, held offline at LT5 from 5:00 PM for 1.5 hours, aimed to introduce students to entrepreneurship and innovation as potential career paths. It covered the opportunities in entrepreneurship, the challenges involved in starting a business, and the importance of innovation in building a competitive edge. Participants also gained insights from real-world success stories and learned how innovation drives business growth. The event was attended by 13 participants and received positive feedback.

Attendees appreciated the clear explanations and the motivational aspects of the session, though some suggested incorporating more interactive elements like Q&A sessions in the future. The event successfully provided students with a deeper understanding of entrepreneurship and innovation, encouraging them to consider these paths for personal and professional growth. The event successfully provided students with a deeper understanding of entrepreneurship and innovation, encouraging them to consider these paths for personal and professional growth.



IIC VICHAR CLUB	JOIN US	Follow us in:
<h3>Entrepreneurship and Innovation</h3>		
<p><b>01</b></p> <p><b>What it is about?</b></p> <p>This session will explore the essentials of entrepreneurship and the importance of innovation in business. Discover career paths, hear inspiring success stories, and gain practical insights to navigate your entrepreneurial journey. Ignite your creativity and confidence—don't miss out!</p>	<p><b>02</b></p> <p><b>Why Attend?</b></p> <p>Gain practical knowledge, inspiration, and confidence to explore entrepreneurship as a viable career path!</p>	
		<p><b>03</b></p> <p><b>When and Where ?</b></p> <p>24th Oct 17:00-18:30</p> <p>LT-5</p>

VICHAR CLUB: THINK CREATIVE

# STARTUP ESSENTIALS BOOTCAMP



- Develop a strong foundation in startup essentials that every entrepreneur needs.
- Learn from experienced mentors to turn your idea into a feasible business.

## What will you learn?

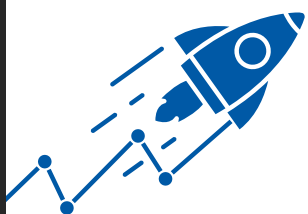
- How to create a compelling business model.
- Techniques for conducting market analysis.
- Skills for preparing and delivering an effective pitch.

### Eligibility:

- Students
- Working Professionals
- Others

### Duration:

- Theory: 5 Hours
- Workshop: 8 Hours
- Project: 2 Hours



# DIGITAL MARKETING FOR STARTUPS



## Why attend this workshop?

- Build a digital presence to reach more customers and grow your brand.
- Get hands-on experience in executing a digital marketing campaign.
- Learn to leverage social media and analytics for data-driven strategies.

## What will you learn?

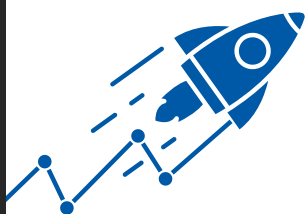
- Social media management techniques tailored for startups.
- How to create a content strategy that engages your audience.
- Skills in analytics to measure and optimize campaign performance.

## Eligibility:

- Students
- Working Professionals
- Others

## Duration:

- Theory: 4 Hours
- Workshop: 8 Hours
- Project: 2 Hours





# INNOVATION & DESIGN THINKING



## Why attend this workshop?

- Master the art of problem-solving and innovation through design thinking.
- Learn how to create user-centered solutions and enhance product development.
- Participate in workshops that offer real-world problem-solving practice.

## What will you learn?

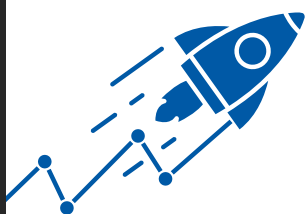
- Design thinking techniques for innovative problem-solving.
- Prototyping skills to bring your ideas to life.
- Methods for conducting user research and gaining customer insights.

### Eligibility:

- Students
- Working Professionals
- Others

### Duration:

- Theory: 3 Hours
- Workshop: 10 Hours
- Project: 2 Hours



# INTELLECTUAL PROPERTY RIGHTS & PATENTS



- Protect your innovations and gain a competitive edge with knowledge of IP rights.
- Learn to navigate the patent filing process and secure your intellectual property.
- Get practical guidance on licensing and IP protection strategies.

## What will you learn?

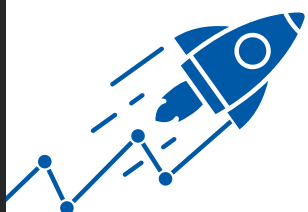
- Basics of patent filing and intellectual property protection.
- Key strategies for licensing and managing IP rights.
- Steps to draft a patent application and understand legal frameworks.

## Eligibility:

- Students
- Working Professionals
- Others

## Duration:

- Theory: 7 Hours
- Workshop: 6 Hours
- Project: 2 Hours



# FINANCIAL PLANNING FOR STARTUPS



## Why attend this workshop?

- Gain critical financial skills to support and grow your startup sustainably.
- Learn to create budgets, forecasts, and financial projections.
- Understand the financial tools needed for effective fundraising.

## What will you learn?

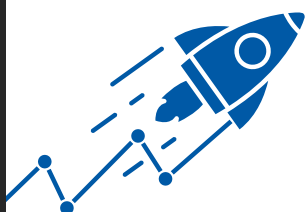
- Techniques for budgeting and financial planning.
- Strategies for fundraising and attracting investors.
- How to develop and analyze financial projections for startups.

### Eligibility:

- Students
- Working Professionals
- Others

### Duration:

- Theory: 6 Hours
- Workshop: 7 Hours
- Project: 2 Hours



CALL FOR APPLICATIONS

# PRE-INCUBATION PROGRAM FOR STARTUPS

Scale Up Your Startup to Next Level



For The startups that have completed the Pre-incubation Program  
\*\*Terms & Conditions Apply

## KEY HIGHLIGHTS

- MENTORING
- TRAINING
- WORKSHOPS
- TECHNICAL SUPPORT
- SEED FUNDING

**\*\*ONLY FOR\*\***  
**WOXSEN UNIVERSITY STUDENTS**

**FOR MORE INFORMATION**  
[tt@woxsen.edu.in](mailto:tt@woxsen.edu.in)





**Startup Clinic** is a platform for aspiring entrepreneurs, students, and faculty to discuss startup ideas, seek guidance, and receive support from mentors and peers. Participants can pitch concepts, get feedback, and engage in discussions to refine their ideas and strategies.

### Who can Participate

- **Faculties**
- **Students**
- **Staff**

**For Registrations:  
Scan this Qr Code**

### Timings

**Monday and Wednesday  
4:00 PM to 6:00 PM**

### Location

**Trade Tower,  
Library, 4th Floor.**



# UPCOMING EVENTS

## Startup of the Month

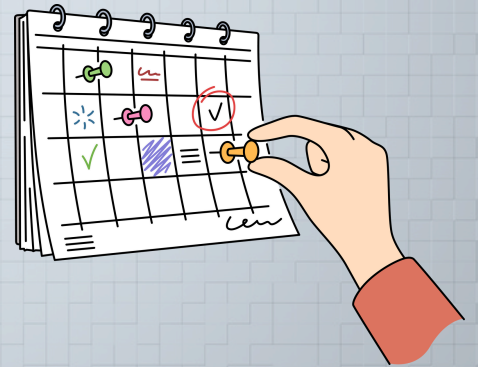
Want to turn your Ideas into a successful business? You've come to the right place.

### 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



## 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!



Click Here

# Introducing the *Team*



**Dr. Daya Shankar Tiwari**


Head - Trade Tower

 [Daya Shankar Tiwari](#)

# EDITORS




**Varad Prashant Patil**  
EDITOR-IN-CHIEF

 [Varad Patil](#)



**Ved Patel**  
Content Editor

 [Ved Patel](#)



