

## Annual Report (2016 – 2017)

In 2016, The inauguration event started with developing business ideas techniques from **Mr. Sreekesh Krishnan (founder of Genie)**. In his lecture he covered various topics regarding the present need for intra-city delivery systems and how it can facilitate the businesses and consumers in and around the city.



The second session was with **Namma auto founder Mr. Annadurai**. He shared how to serve the society with what we have and how to treat and understand customers. The service he offered “**Namma Auto**” was mainly aimed at maximizing consumer’s satisfaction.

The third session was about business plan and **Vignesh Jeevanandan** gave a detailed explanation which included the various steps and procedure involving formation of a business plan, and the differentiation between a good business plan and a bad one. He also told us how a business plan must be presented and the dos and don'ts of the same.



In 2017, The first event was with **Mr. Prasanna Kidambi (founder of Hoovi)** about how to select a team and how to expand it. He also pitched his insights how to look for an idea and best stages in life to start a business and about developing one's idea. He also touched upon the struggles an entrepreneur has to face in his journey of becoming one. He spoke on the future innovation of ride sharing and how people would shift their commute preferences gradually.



The second event was with **Mr. Ganesh Kulandhai, Owner of Milky Way Tech** had an open discussion regarding business and developing it with the students. The students also raised many questions and got new ideas how to evaluate their and develop their ideas. Mr. Ganesh Kulandhai concluded by telling how to balance business life personal life. The second chief guest for was Mr. Santhosh Raj Saravanan. He has worked as assistant director in certain projects and started with photography and events management company. He concluded by stating that one must work hard to get into business but must work harder to stay in the business

