

Setting of right goals important in startups' success: Dave



Raipur, Oct 18:

Aakash 9.0, the 9th entrepreneurs meet was organized recently by the Consulting and Entrepreneurship Club of IIM Raipur with an aim to project to the aspiring entrepreneurs of how an entrepreneur has to take a risk and second to enjoy the success, which would ultimately result in a spirit which serves as a wake-up call for many an ailing industry and economy. The event saw participation from zealous entrepreneurs driven towards their start-up dreams. The keynote speaker for the event was Anshul Dave, Co-founder Oceans Bridge. Dave an angel investor himself having funded numerous startups and being on the advisory board of 6 startups with vast experience of mentoring more than 10,000 students gave a deep insight about startup culture in India and abroad. He also discussed about the Tax planning and structure's importance from Startup's perspective, helping companies setup their organizations abroad. The major takeaways from his profound insights were the importance of setting up the right goals, IPR protection, building relations, PR skills and chasing the correct geography for operations. It was followed by sharing of experiences

and insights from founders of various well-established startups. Malay Jain, founder of Encore Projects Pvt Ltd, an alumnus of IIM Raipur itself shared the prerequisites of being an entrepreneur. Jain having a land bank network of more than 5000 acres gave an insight about the Agro based business. The session also witnessed yet another personality Kaustubh Dharmadhikary who shared his unique experience about the hurdles faced by an entrepreneur. He said Entrepreneurship comes with a host of challenges. Rewarding challenges, but harsh challenges none-the-less. Experienced entrepreneurs have to deal with this no matter how long they've been in business – trying to establish a brand, adjust to match or exceed the competition and keep your business profitable no matter how many years you've been in business. The session further boosted up when students of IIM Raipur with various budding startups shared their ideas. D Santosh, a PGP 2nd year student, presented his Business model, REVSMART- a technology start-up, building customized wearable for vehicles, to help college students, employees, and enthusiasts to connect to their vehicle and enhance their driving experience.