LEAD COLLEGE OF MANAGEMENT
AUTONOMOUS

EVENT REPORT



Campus | Learning by Doing | Mentoring | Life Skill Practice

NATIONAL ENTREPRENEURSHIP CONCLAVE 2024 [NEC2.0]

STAGE I
Entrepreneurship Boot Camp
1 NOV - 3 NOV 2023

STAGE II
Business Plan Contest & Mega Pitch Fest
26 JAN - 28 JAN 2024

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November 2023

LEAD-BI INCUBATION. ACCELERATION. SCALE UP | KERALA STARTUP MISSION | K-DISC | KIED | PMA PALGHAT MANAGEMENT ASSOCIATION | KOCHI BUSINESS SCHOOL | IEDC | IIT Palakkad Technology IHub Foundation | INNOVATION AND ENTREPRENEURSHIP DEVELOPMENT CENTRE | IEEE SB LEAD

INTRODUCTION



National Entrepreneurship Conclave (NEC), the annual flagship initiative hosted by LEAD College of Management and LEAD-BI, specifically designed to empower college students, nurturing their entrepreneurial spirit and transforming their budding ideas into thriving realities. National Entrepreneurship Conclave (NEC) serves as a launchpad for aspiring entrepreneurs, providing them with the knowledge, skills, and network they need to excel.

Program Components

- Inspiring keynote speeches by renowned entrepreneurs and industry leaders.
- Interactive workshops led by experts, delving into key entrepreneurial topics.
- Panel discussions fostering insightful dialogue and exchange of ideas.
- A thrilling business pitch competition, offering participants the chance to showcase their ventures and compete for exciting prizes and recognition.
- Valuable networking opportunities, connecting students with mentors, investors, and other aspiring entrepreneurs.

Stage I

ENTREPRENEURSHIP BOOTCAMP

1 Nov - 3 Nov 2023

#Ideation #mvp/prototyping #planning #modelling

Stage 1 : Entrepreneurship Bootcamp, the foundational program was designed to ignite entrepreneurial spark and transform raw ideas into concrete plans. This immersive bootcamp, built in collaboration with a diverse team of experts, offers the perfect launchpad for aspiring founders.

Features of Stage I

- Understanding Ideation: Learn how to generate unique ideas, uncover market gaps, and validate their potential.
- MVP/Prototype Magic: Discover how to create Minimum Viable Products (MVPs) and prototypes to efficiently test your ideas and collect valuable user input.
- Modelling the Startup: Dive into the world of financial modeling and learn how to create solid financial projections and forecast your company's growth.
- Roadmap Planning : Create a winning startup roadmap that includes market research, competitor analysis, and a detailed operational plan.
- Pitch Deck Design : Discover the keys of creating compelling pitch decks that capture investors' attention and make a lasting impact.

Expert Mentoring

Collaborative Learn

Real-World Applications

Stage I

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1 November 2023

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This report details the proceedings of the National Entrepreneurship Conclave (NEC) 2024, held on 1 Nov - 3 Nov 2023 at LEAD College of Management, Dhoni, Kerala. The event, a flagship initiative of LEAD College and LEAD Business Incubation Centre (LEAD-BI), aimed to empower and inspire aspiring student entrepreneurs.

Day 1 : Inaugural Session

8:00 AM	Registration	Inauguration	9:50 AM
9:30 AM	Swagatam	Keynote Address	10:15 AM
9:40 AM	Welcome Address	Felicitation	10:35 AM

Registration



A seamless registration process facilitated the arrival of 200 participants of 100 teams representing more than 15+ states of India. LEAD Students displayed professionalism and courtesy, ensuring a smooth and welcoming experience. Participants engaged in initial networking opportunities while awaiting the program commencement. Mentors were allocated to all the teams for the support during NEC 2.0, Stage I.

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Swagatam



A vibrant and energetic dance performance by LEAD College 2022 Batch MBA students set the tone for the event, instilling a sense of cultural pride and festivity of South Indian Culture.

Welcome Address



Dr. Thomas George K, Chairman & Director of LEAD College, delivered a warm welcome address, highlighting the importance of entrepreneurship in fostering innovation and economic growth. He emphasized LEAD College's commitment to nurturing the next generation of entrepreneurs through initiatives like NEC.

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Inauguration & Inaugural Speech







Ms. Dr. S.Chithra IAS, District Collector & District Magistrate of Palakkad, graced the occasion as the Chief Guest and delivered the inaugural speech. She lauded LEAD College of Management for its contribution to entrepreneurship education and encouraged participants to pursue their entrepreneurial dreams with dedication and perseverance. Her insightful speech resonated with the audience, providing valuable inspiration and guidance.

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Key Note Address







Mr. Raman & Laxman, winners of NEC 1.0, shared their entrepreneurial journey and the valuable lessons learned through the competition.

Their inspiring talk provided practical insights and motivated participants to persevere in their entrepreneurial endeavors. The session concluded with an engaging Q&A, fostering interaction and knowledge exchange.

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Felicitation







Noureen Aisha, Founder of Femisafe, was felicitated for her outstanding contributions to women's entrepreneurship.

Her inspiring story served as a powerful example of courage, resilience, and the positive impact of entrepreneurship on society. The felicitation ceremony resonated with the audience, underlining the importance of diversity and inclusion in the entrepreneurial ecosystem.

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Vote of Thanks



Dr. Rajan P, Dean of Entrepreneurship at LEAD College, delivered a heartfelt vote of thanks to all participants, speakers, guests, and organizers for their contributions to the success of NEC 2024.

He expressed hope that the event would serve as a springboard for the participants' entrepreneurial journeys and contribute to the development of a vibrant entrepreneurial ecosystem in India.



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Technical Session I









Identification of Entrepreneurship Opportunities

Dr. Chandrasekhar R, a distinguished professor, market strategy advisor, and entrepreneur, captivated the audience with his insights on "Identifying Entrepreneurship Opportunities." Moderated by Vinitha Joseph, founder of Bluepurple Consulting and an entrepreneur coach, the session delved into the art and science of recognizing viable entrepreneurial ventures. Dr. R shared a wealth of knowledge, guiding participants through frameworks and methodologies for spotting market gaps, analyzing customer needs, and evaluating the feasibility of new ideas. Interactive discussions and real-world examples brought the session to life, empowering attendees to approach opportunity identification with a strategic and informed perspective.

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Education Workshop I

Problem Canvas, Assumption Validation & Desirability Check

The session on "Problem Canvas, Assumption Validation & Desirability Check" took a deep dive into user-centricity with seasoned entrepreneurs Noureen Aisha and Naseef Nazar, founders of Femisafe. Moderated by Radhakrishnan C, Director of Alpha Street, the discussion explored the practical application of these crucial tools in understanding and validating your venture's value proposition. Using Femisafe's journey as a case study, the speakers unraveled the power of the Problem Canvas in pinpointing precise user pain points and crafting solutions that genuinely resonate. Interactive exercises and insightful anecdotes shed light on the importance of assumption validation through user research and testing, emphasizing the need to constantly iterate based on real user feedback.



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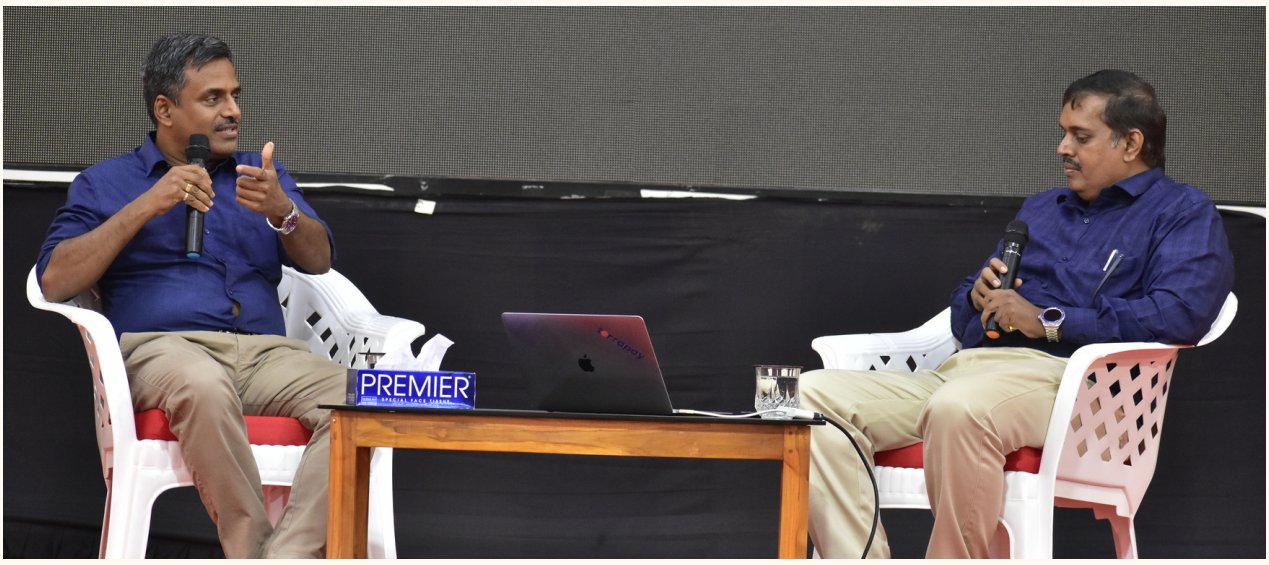
Education Workshop II

Design Thinking and Innovation

Mr. Biju R Balagopal, Director at TerraPay and a renowned innovation consultant, led a captivating session on "Design Thinking & Innovation." Moderated by Mr. Sujay G Pillai, founder of Innovation Hub, the session unveiled the power of design thinking as a crucial tool for aspiring entrepreneurs. Mr. Balagopal delved into the core principles of this human-centered approach, emphasizing empathy, iterative prototyping, and user-centric solutions. Through compelling examples and interactive exercises, participants gained practical insights into identifying user needs, brainstorming creative solutions, and rapidly testing and refining concepts. The session ignited an innovative spirit within the audience, equipping them with valuable frameworks and tools to approach challenges with ingenuity and bring their entrepreneurial visions to life.



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Technical Session II

Technology Selection in Startup Ideation and Proof of Concept (PoC) Validation

Dr. Saishyam Narayanan, COO of IIT Palakkad Technology Ihub Foundation (IPTIF), and was expertly moderated by Sumesh Menon, Founder-MD and CEO of Lytty Ventures Pvt Ltd. Dr. Narayanan shed light on how technology plays a crucial role in both birthing startup ideas and validating their Proof of Concept (PoC). He explored frameworks for evaluating different technologies based on feasibility, scalability, and alignment with the venture's core vision focused into the importance of considering factors like open-source vs. proprietary options, development costs, and future trends.





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Skill Enhancement I

Something from Nothing

In the captivating session titled "Soft Skill Enhancement: Something From Nothing," Dr. Thomas George K, Chairman & Director of LEAD College of Management, offered participants invaluable insights into honing vital soft skills for entrepreneurial success. Dr. Thomas presented a compelling argument that soft skills, often considered intangible, are the true pillars of building and sustaining a thriving venture. He emphasized the importance of communication, problem-solving, teamwork, resilience, and adaptability, demonstrating how these skills can be nurtured and transformed into powerful assets. Dr. Thomas encouraged participants to embrace challenges, cultivate an innovative mindset, and leverage their unique soft skills to convert "something from nothing" into impactful entrepreneurial journeys.





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Education Workshop

Tools for Successful Entrepreneurship

The "Tools for Successful Entrepreneurship" session, led by seasoned investor and cofounder of The 100 Open Startups, Mr. Varada Rajan Krishna, provided participants with an invaluable roadmap for navigating the entrepreneurial journey. Moderated by Mr. Pratheesh M, an experienced entrepreneur mentor and communication trainer, the session offered a practical toolkit empowering participants to build and scale their ventures. Mr. Krishna delved into essential tools across various areas, including business model design, financial planning, marketing automation, and team management. Engaging discussions and real-world case studies brought the tools to life, allowing participants to visualize their application and gain insights into successful implementation. This session equipped aspiring entrepreneurs with the knowledge and resources to navigate the complexities of their endeavors and increase their chances of success.





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Education Workshop

MVP and Go-to-Market Strategy

The stage was set for practical guidance when Mr. Senu Sam, CEO & Founder of Mykare Health, took the reins of the "MVP & Go to Market Strategy" session. Moderated by the experienced KalyanJi, Online Startup & Entrepreneur Coach, the session offered a potent blend of real-world experience and actionable advice. Mr. Sam unpacked the intricacies of crafting Minimum Viable Products (MVPs) – from prioritizing core features to ensuring user-centricity. He then navigated the audience through the complexities of go-to-market strategies, highlighting techniques for effective customer acquisition and market validation. Engaging Q&A sessions fueled by Mr. Sam's insightful responses ensured participants left equipped with not only theoretical knowledge but also practical tools to launch their venture with strategic clarity and a well-defined roadmap.





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Technical Session

Business Model Canvas and Entrepreneurship Feasibility

In the engaging session titled "Business Model Canvas and Entrepreneurship Feasibility," Mr. Harshit Desai, Managing Partner at Strativity and co-founder of TheGrapevine, shed light on the crucial role of the Business Model Canvas in assessing the viability of entrepreneurial ventures. Moderated by IT mentor and social entrepreneur, Mr. Padmanabhan Bhaskaran, the session delved into the key components of the Canvas, guiding participants through its practical application in designing and evaluating their business models. Mr. Desai's expertise, coupled with Mr. Bhaskaran's insightful questions, fostered an interactive dialogue where participants learned to identify critical elements like value proposition, target segments, and revenue streams. The session equipped attendees with a valuable tool and framework to analyze their ideas, identify potential challenges, and ultimately increase their chances of success in the competitive entrepreneurial landscape.





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Technical Session

Finance Modelling and Valuation of Business

CA. Jitendar Jain, Managing Partner of Proshark Capital Advisors and Registered Valuers, demystified the intricate world of financial modeling and business valuation in a captivating session moderated by CA Rajeev Ramanath, a Consultant in Finance and Startups. Participants gained invaluable insights into crafting robust financial models that project a business's future performance accurately. CA. Jain elucidated key valuation methodologies, equipping attendees with the ability to assess the worth of ventures and understand their financial potential. Interactive discussions delved into practical applications and real-world scenarios, providing participants with the tools to confidently navigate the financial aspects of their entrepreneurial journey. This session empowered aspiring entrepreneurs to make informed decisions based on sound financial analysis and valuation principles.





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LEAD BI Incubated Startup Logo Launch

In a display of collaborative innovation, the National Entrepreneurship Conclave 2024 witnessed the launch of the LEAD BI Incubation Centre. This initiative by LEAD College of Management serves as a vital resource for nurturing budding entrepreneurs. Alongside this launch, two exciting incubated startups unveiled their official logos:

- Vijayee Bhava, Strategic Higher Education Consulting Firm: This venture aims to empower educational institutions through insightful consultancy services, promising a brighter future for the education sector.
- Loveet, Gifts for Love Ones: This heartwarming startup caters to the gift-giving needs of individuals, offering unique and personalized options to express love and appreciation.

The logo launches were met with enthusiastic applause, symbolizing the potential of these incubated startups and the positive impact of LEAD BI's support. This event highlighted the synergy between academia, industry, and entrepreneurship, paving the way for a thriving ecosystem of innovation in the region.







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LEAD-BI Incubated Startup Logo Launch













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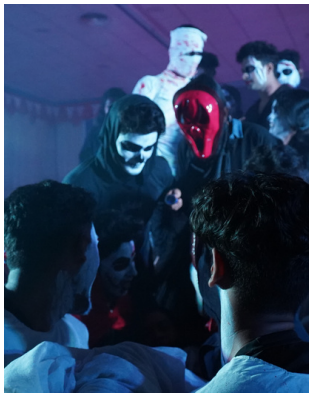
Cultural Eve and Networking















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3 November 2023

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Education Workshop

What Investors look from Entrepreneurs & Global Platform for Entrepreneurs

The highly anticipated session "What Investors Look for in Entrepreneurs & Global Platform for Entrepreneurs" featured Mr. Arun S Nair, ED of TiE Kerala, and was expertly moderated by Mr. Ajay Basil Varghese, a serial entrepreneur and startup coach. This insightful discussion shed light on the crucial aspects that investors consider when backing promising ventures. Mr. Nair, drawing on his vast experience, outlined key investor expectations such as a strong team with diverse skillsets, a disruptive and differentiated solution, a clear market opportunity, and a realistic and well-defined business plan. The session delved deeper into the global entrepreneurial landscape, exploring platforms and resources available for aspiring entrepreneurs to connect with investors, mentors, and collaborators worldwide.





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Technical Session

Pitch Deck Preparation and How to Pitch to Investors

The session, "Pitch Deck Preparation and How to Pitch to Investors," saw Mr. Mittu Tiji, CEO of AIC IIT Kottayam, Director of Merstra Foundation, and State Lead of Headstart Network Foundation, share his expertise with an engaged audience. Moderated by Dr. Rajan P., Dean of Entrepreneurship at LEAD College of Management, the session provided invaluable guidance on crafting compelling pitch decks and captivating investors. Mr. Tiji offered practical tips on structuring content, designing visuals, and honing narrative flow. He emphasized the importance of understanding investor expectations, highlighting key elements to address and common pitfalls to avoid. Through interactive exercises and insightful anecdotes, participants gained practical knowledge and confidence in presenting their ventures to potential funders.





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Technical Session

MSMEs & Start Ups - Policies & Programs of Government of India

The session "MSMEs & Start Ups - Policies & Programs of Government of India" brought valuable insights from Martin P. Chako, Assistant Director, MSME-Development & Facilitation Office Thrissur, under the Ministry of MSME. Moderated by Mr. Baiju K, Assistant District Industries Officer (DIO) from DIC, Palakkad, the session shed light on the various government policies and programs available to support Micro, Small, and Medium Enterprises (MSMEs) and startups in India. Ms. Rekha provided a comprehensive overview of existing schemes, including financial assistance, skill development initiatives, market access facilitation, and infrastructure support. The session also included discussions on eligibility criteria, application processes, and success stories of beneficiaries, empowering attendees to explore relevant opportunities and navigate the support landscape effectively.





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Technical Session

Achievement Motivation & Entrepreneurial Leadership

The National Entrepreneurship Conclave's session on "Achievement Motivation & Entrepreneurial Leadership" ignited a powerful discussion, led by the esteemed speaker Sh. Jiji Thomson, former Chief Secretary of Kerala. Moderated by Mr. Nandajan KA, a seasoned corporate trainer, the session explored the critical link between individual drive and successful entrepreneurial leadership. Sh. Thomson shared his vast experience and insights, highlighting the key role of achievement motivation in fueling entrepreneurial ambition and perseverance. He outlined strategies for cultivating this motivation, emphasizing the importance of setting ambitious yet achievable goals, embracing calculated risks, and finding inspiration in personal values. The session delved deeper into the nuances of entrepreneurial leadership, exploring how to build a cohesive team, effectively communicate a vision, and navigate uncertainty with courage and resilience.





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Valedictory Session

The Entrepreneurship Experience Sharing & Valedictory Function, chaired by Dr. Thomas George K, served as a fitting culmination to the National Entrepreneurship Conclave. Chief Guest, Anish Achuthan, Founder of Open Financial Technologies, captivated the audience with his inspiring entrepreneurial journey, emphasizing the importance of resilience, adaptability, and a strong vision. While not formally addressing the audience, esteemed guests Mr. Ajay Basil Varghese, serial entrepreneur and startup coach, Sh. Jiji Thomson, IAS (Retd.) and former Chief Secretary of Kerala, and Bindu N Thomas, Director of Kochi Business School, lent their presence and expertise, enriching the atmosphere with their entrepreneurial insights. Through vibrant discussions and knowledge exchange, the session provided a valuable platform for participants to learn from established leaders, gain valuable networking opportunities, and celebrate the culmination of their entrepreneurial learning journey. This inspiring conclusion left a lasting impression on all attendees, solidifying the conclave's impact and leaving them empowered to pursue their entrepreneurial aspirations.



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Valedictory Session











Turning Ideas into Enterprise

MORE **ABOUT US**

LEAD College of Management, Dhoni, Palakkad, is a renowned institution nurturing future business leaders through its innovative MBA program and vibrant entrepreneurial ecosystem.

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