

DYNAMECH Club Activity on “START UP PLAN”

DYNAMECH Club Activity on ‘Start up plan’ was successfully conducted by the Department of Mechanical Engineering in association with ISTE, IIC and IQAC – MVJCE, on 08th June 2024 from 01.30 pm to 4.00 pm. This DYNAMECH Club Activity on a star up plan involves a series of structured session designed to guide members through the entire process of developing a start up plan from ideation to final presentation. 60 participants were attended in this event from ME, and ASP department. **Mr. Manjunath K**, Scientist - B, Centre Centre for Micro-Nano Manufacturing / Precision Metrology Group, CMTI was invited as a chief guest and judge for this event.

CLUB ACTIVITY THEME:

Make a Start Up plan Ideation from the students and presentation of their plans.

Problem Statement:

Creating a problem statement for a startup plan involves clearly identifying a specific issue or gap in the market that your business aims to address. Describe the specific issue or pain point that exists in the market or society. Clearly state what is not working or what is missing. Identify the primary audience or customers. This is the most fundamental aspect, since a startup business plan is an outline of one’s ideas and strategies for what one needs to do to start, manage, and even complete startup’s mission. The development of a startup plan might sound simple enough, however it involves quite a lot of intricacies, since the plan is a startup’s road map for success, it can be a complex document to create.

Writing a startup plan can make a world of difference for entrepreneurs who desire external funding. It involves determining target customers, understanding what makes them tick, and figuring out how to reach them through marketing campaigns.

Requirements:

A3 Sheet for projecting the plan
A Presentation briefing about Startup plan
Business Model
Market Stability
Highlights of the plan
Layout of Plan and its Design and Execution

Highlight of the Event:

Dr. Shrinivas L Gombi, Dean Academics, delivered the speech about the importance of club activity in front of the participants. He also mentioned the significant of Startup plan for young engineers especially in core branches of mechanical and aerospace departments. **Dr. Santhosh N**, Professor and Head, Department of Mechanical Engineering, introduced the chief guest and delivered the speech about the club activity in front of the students and given the rules and regulations about the club activity with title of Start Up Plan. Then session was handed-over to the chief guest **Mr. Manjunath K**, and he elucidated the importance of startup plan and their importance with regard to the aerospace and automotive industry and highlighted the significance of startups for young minds. Many bright ideas for startups like digital twin, cloud ERPs for small enterprises and app based logistics management etc., were presented by students.



Dr. Shrinivas L Gombi, Dean Academics has delivered speech in front of the students, faculties and introduced chief guest and inagurated the club activity.



Dr. Shrinivas L Gombi, Dean Academics giving flower bookay to chief guest



Dr. Santhosh N, introduced the chief guest and gave instruction to the students



Students participated in activity plan with full involvement



Students drafting the ideas for start up plan



Chief Guest Mr. Manjunath K, Scientist – B, CMTI listening to idea pitched by students about their start up plan.



Students pitching their ideas to the faculties who role played as venture capitalists.

Overall, the Club activity was very well coordinated, with the main drive on Start up plan and the students were actively engaged in this event. The Club activity came to an end, with concluding remarks from Mr. Manjunath K, on how to go forward with the start up plan idea and product development knowledge by actively addressing the needs of social responsibilities. He encouraged the participants to participate actively in all future events related to projects and other technical program.

Outcome of the Club Activity

1. The students were encouraged to think beyond curriculum and come up with the Start up ideas
2. They experienced and understood the concepts of business plan and execution.
3. They were prompted to recognize the need for ideation with new products to customers benefit



G. Shashank (1MJ21AS044)
(1ST Prize)



Rithik Basfore (1MJ21ME021)
(Runner Up)

Photographs of the Winner and Runner up of the Event

Summary of the DYNAMECH Club Activity on “Start Up Plan”

Date of the Event	08 th June, 2024
Time of the Event	1.30 to 4.00 pm
No. of. Participants	60 Students
Venue	Seminar Hall 6 and CAMD Lab
Title of the Event	DYNAMECH Club Activity on ‘Startup Plan’
Theme of the Event	Developing the ideation to make a start up
Winner and Runner up	Winner: G. Shashank (1MJ21AS044)- ASP Runner Up: Rithik Basfore (1MJ21ME021) - Mech

Organized by	DYNAMECH Student Club, Department of Mechanical Engineering, MVJCE, in association with ISTE, IIC and IQAC – MVJCE
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