

“Session on How to plan for Start-up and legal & Ethical Steps”

Report on “How to plan for Start-up and legal & Ethical Steps”

Date of the Event	13/5/2025
Title of the Event and Lecture	“Session on How to plan for Start-up and legal & Ethical Steps”
Name of the Resource Speaker	Dr. Anand Padmanaban Kumar Co founder and key contributor at Witmer Health
Number of Participants	105
Venue	Seminar Hall 1

MVJ College of Engineering, Bangalore, in association with Institutions’ Innovation Council (IIC) - Ministry of Education Initiative, Department of Computer science and engineering and Chemical Engineering organised a **“Session on How to plan for Start-up and legal & Ethical Steps”** on 13/5/2025 from 10:30 am to 1:00 pm in seminar hall 1.

Organising this program was to provide aspiring entrepreneurs and start-up founders with a comprehensive understanding of how to plan for a successful start-up, including the legal and ethical steps required to establish and grow a business.

The event started at 10:30 am with a welcome speech and introduction of the Guest, following which the guest addressed the gathering.

Ms. Vatsala, a VI Sem student at MVJCE, introduced the Chief Guest and other dignitaries and briefly introduced the course to the participants.



Fig 1. Ms. Vatsala, a VI Sem student at MVJCE, introduced the Chief Guest and other dignitaries and briefly introduced the course to the participants.



Fig 2. Dean Administration presents a sapling to [Recipient's Name] as a symbol of appreciation, respect, and honour, wishing for a future as bright and growing as the sapling itself.

Speaker Insights:

- I.** Dr. Anand Padmanaban Kumar has emphasised the importance of thorough market research and validation in creating a successful start-up.
- II.** He highlighted the need for entrepreneurs to prioritise legal compliance and protect their intellectual property.
- III.** He discussed the importance of ethics in business decision-making and the need for transparency and accountability.

Key Points:

Start-up Planning

Effective start-up planning involves several key steps that lay the foundation for success. First, identifying the target audience is crucial, enabling entrepreneurs to understand their needs, preferences, and pain points. Creating a unique value proposition (UVP) that differentiates the product or service from competitors is vital. Developing a minimum viable product (MVP) allows start-ups to test their idea, gather feedback, and iterate to improve. A well-planned go-to-market strategy and sales funnel are essential for reaching customers, generating leads, and driving revenue. By carefully planning these elements, start-ups can set themselves up for success and create a strong foundation for growth.

Legal Steps

Navigating the legal landscape is critical for starting and running a business. Choosing the proper business structure, such as a sole proprietorship, partnership, or corporation, has significant tax, liability, and ownership implications. Understanding employment laws and regulations ensures compliance and avoids potential liabilities, such as misclassifying employees or failing to provide required benefits. Drafting and reviewing contracts with suppliers, partners, and customers protects the business's interests and fosters strong relationships. By prioritising legal compliance and best practices, entrepreneurs can minimise risks and focus on growing their business.

Ethical Considerations

Ethics play a vital role in business, influencing everything from decision-making to customer relationships. Creating a code of conduct and ethics policy promotes a culture of integrity and responsibility within the organisation. Ensuring transparency and accountability in business practices builds trust with customers, investors, and stakeholders. Protecting intellectual property (IP) and respecting others' IP rights is essential for maintaining a competitive edge and avoiding costly legal disputes.

By prioritising ethics and integrity, businesses can establish a strong reputation, foster loyalty, and drive long-term success.

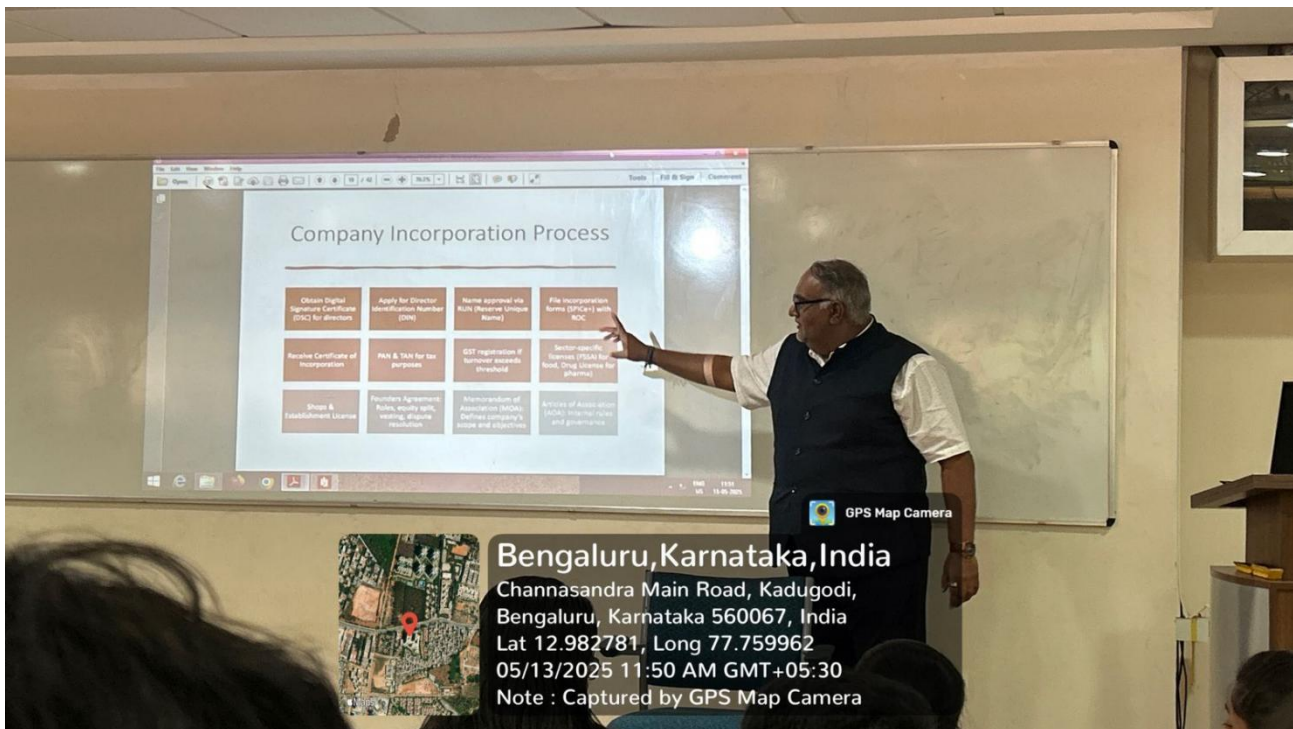


Fig 3. Distinguished Guest Speaker presents an insightful session.



Fig 4. Expert Insights on Building a Highly Professional Start-up



Fig 5. A session that sparks new ideas and perspectives

Outcome of the event

The "How to Plan for Start-up and Legal & Ethical Steps" event was a resounding success, providing participants with a comprehensive understanding of the key elements required to establish and grow a successful start-up. The event highlighted the importance of careful planning, legal compliance, and ethical considerations in entrepreneurship.

ACCOUNT DETAILS

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