

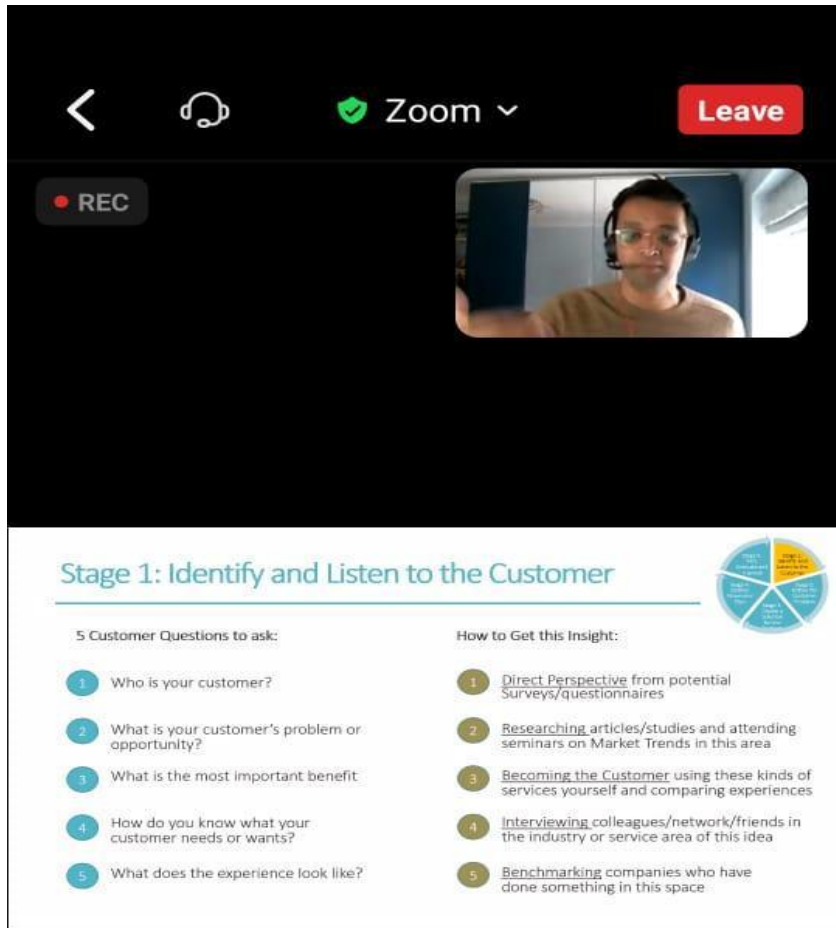


A Report on Methodology to create Strong Vision and Business

Name of the Event	: Webinar on Methodology to create Strong Vision and Business Plan
Date of the event	: 16 th February 2023
Name of Mentors	: Mr. Rikin Khamar
No. of attendees	: 186
Mode of the workshop	: ONLINE

School of Management, Centre for Commercialisation of Innovation and Entrepreneurship (CCIE) in collaboration with FICCI FLO Bhubaneswar chapter organized a webinar on “Methodology To Create Strong Vision And Business Plan”. The webinar was mentored by Mr. Rikin Khamar (Head of Business Development US & EMEA @Amazon Global Logistics) and coordinated by Dr. Girija Nandini, Associate Professor, CUTM. Mr. Rikin Khamar addressed about the needs of a business plan and how to create a business plan for any industry or business. He discussed about different tools and techniques to evaluate a business plan and make it work. He clearly defined the steps in building a business plan why most of Indian Start-ups fail because of low and ineffective business plan. He stated that most business in India fail because they are not clear with their customer and they are offering and what problem they are solving for the customer. He mentioned various ways to evaluate a business end customer and the business should be clear of what they are offering to the end customer and whether the problem is being identified by any other business or not and if identified then what areas they are lacking which will help your business to cover the areas. He mentioned that business plan needs to be evaluated yearly basis to check the growth of the business and check the new trends and consequently modify the business

model. It was a very interactive session and Mr. Rikin Khamar was absolutely amazing. He addressed the various doubts of the students and hopefully the session ended really well yet it would be better if continued a bit longer. A special gratitude to Mrs. Namrita Chahal who made this possible and gave us an opportunity to interact with such a great personality.



The image shows a Zoom meeting interface. At the top, there is a navigation bar with a back arrow, a headset icon, the Zoom logo, and a red 'Leave' button. Below this, a 'REC' indicator is visible on the left, and a video feed of a man wearing glasses and a headset is in the center. The main content area displays a slide with the following text:

Stage 1: Identify and Listen to the Customer

5 Customer Questions to ask:

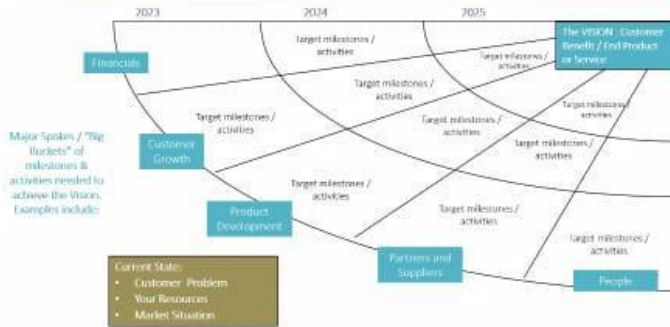
- 1 Who is your customer?
- 2 What is your customer's problem or opportunity?
- 3 What is the most important benefit?
- 4 How do you know what your customer needs or wants?
- 5 What does the experience look like?

How to Get this Insight:

- 1 Direct Perspective from potential Surveys/questionnaires
- 2 Researching articles/studies and attending seminars on Market Trends in this area
- 3 Becoming the Customer using these kinds of services yourself and comparing experiences
- 4 Interviewing colleagues/network/friends in the industry or service area of this idea
- 5 Benchmarking companies who have done something in this space

A circular diagram with five segments is located in the top right corner of the slide content.

Business Plan Tools you can use to help you in this stage: Vision & 3 Year Strategy / Transformation Map



What is in and outside of our scope/focus for Today



Market Research Document



Customer Insights & Problem Statement



Product/Service Roadmap



Prioritisation and Costing Detail



Execution Plan



Financial Business Case

What this Session Will Cover

- How to approach the creation and research a business concept / idea
- Method to develop final business plan
- Give examples of what tools you can use TODAY at each stage

What this session will NOT cover

- How to make Financial Business Plan
- How to Pitch those ideas for funding
- Exact format and list of what documents you need and what they should look like

Most Start-ups/Business Ideas Eventually Fail

- ❖ In the [Economic Survey 2021-22](#) released in January 2022, India was named the third-largest startup ecosystem in the world, after the US and China.
- ❖ According to the IBM-sponsored study, [Entrepreneurial India](#)— released in 2017— as many as 90 percent of Indian startups fail in the first five years.
- ❖ “Many startups fail because they don’t have a viable business model or idea. Many fail because they haven’t been able to gain enough traction with customers or are unable to cope with competition.” — Harvard Business Review

Why?

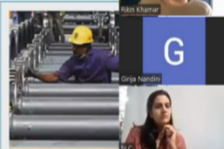


How to Understand the Market Need, or “Who is the Customer”

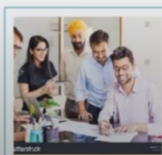
- ❖ When we create a business goal or even a professional goal, we need to first understand and identify who is our main CUSTOMER who will benefit from this goal.
- ❖ A Customer is anyone that consumes our product, service or experience that we want to deliver in our business, workplace or even in the home.
- ❖ Even if you think you are doing this just for money or success as an end goal, the future customer is – YOU!



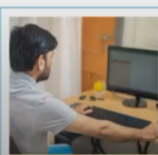
Someone who will use or consume your products/Services



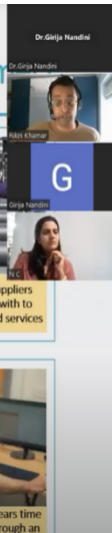
Your Partners or Suppliers who you will work with to develop products and services



Your team who will consume



You! Someone in X years time who will be going through an



GPS Map Camera

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Lat 20.173089°
Long 85.705774°
16/02/23 04:04 PM GMT +05:30

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2/16/2023 13:55:21	220402100009@cutm.ac.in	Suryanarayana panigrahi	Student	MBA	7735219348
2/16/2023 14:18:21	220409120001@cutm.ac.in	Dharmendra sahu	Student	BBA	7205622387
2/16/2023 14:21:37	220409120049@cutm.ac.in	Shreosi Biswas	Student	BBA	9931253848
2/16/2023 14:25:06	210409120020@cutm.ac.in	Avinash Dubey	Student	Bba	7004317040

2/16/2023 14:25:55	210409120009@cutm.ac.in	Nikhil Rajwade	Student	BBA	7587760928
2/16/2023 14:30:17	210409120028@cutm.ac.in	Mahi Agarwal	Student	BBA	09122713100
2/16/2023 14:34:40	210409120096@cutm.ac.in	Rohit Kumar Sharma	Student	BBA	9693400545
2/16/2023 14:35:47	210409120097@cutm.ac.in	Abinash chetia	Student	BBA	6002201826
2/16/2023 14:38:20	abhishek.prusty12@gmail.com	Abhishek prusty	Others	Commerce	07008035098
2/16/2023 14:52:45	220409120039@cutm.ac.in	debabratabiswal	Student	BBA	7893738292
2/16/2023 14:59:07	220409120032@cutm.ac.in	Sayed Wasim Anwar	Student	BBA	8328813529
2/16/2023 15:02:04	210402100031@cutm.ac.in	Sradha Satapathy	Student	MBA	7605924244
2/16/2023 15:02:40	220409120030@cutm.ac.in	Mohammed sk sahi ali	Student	BBA	6372121549
2/16/2023 15:03:26	220409120006@cutm.ac.in	Amrit Sagar priyadarshi	Student	Bba	+917008188861
2/16/2023 15:11:01	psahoo1986@gmail.com	Pradeep Kumar Sahoo	Faculty	Yoga	7827630445
2/16/2023 15:20:05	221604420005@cutm.ac.in	Akankshya Priyadarshini	Student	Bsc Animation and Multimedia	9938240901
2/16/2023 15:20:17	221604420004@cutm.ac.in	Prayag Kumar Das	Student	Bsc Animation and Multimedia	8249222827
2/16/2023 15:23:40	221604420007@cutm.ac.in	Gayatri Gagrai	Student	BSC Animation and multimedia	9939302131
2/16/2023 15:23:55	221604420003@cutm.ac.in	Smruti Rekha Khuntia	Student	Bsc Animation and multimedia	9337194617
2/16/2023 15:23:55	221604420001@cutm.ac.in	Smruti Sudha Mishra	Student	BSC Animation and multimedia	7205198909

2/16/2023 15:41:06	221604420006@cutm.ac.in	Aparna Mahapatro	Student	Bsc Animation and Multimedia	7978946957
2/16/2023 15:48:44	anjali.dash@cutm.ac.in	Dr. Anjali Dash	Faculty	Management	9427764759
2/16/2023 15:49:02	210409120098@cutm.ac.in	Sattwik Bhakat	Student	BBA	7584009974
2/16/2023 15:49:42	210409120072@cutm.ac.in	Arpita Das	Student	BBA	9555849253
2/16/2023 15:54:33	210409120030@cutm.ac.in	Nosheen parveen	Student	Bba	8936083235
2/16/2023 15:57:31	210409120086@cutm.ac.in	Reena Soren	Student	BBA	9113459156
2/16/2023 16:03:51	210402100012@cutm.ac.in	Deepak jyotikar	Student	Mba	8847889216
2/16/2023 16:04:33	220409120044@cutm.ac.in	Rainee karmakar	Student	BBA	7543910448
2/16/2023 16:04:44	210409120071@cutm.ac.in	Paulomi sengupta	Student	Bachelor of business administration	07070960964
2/16/2023 16:04:44	210409120076@cutm.ac.in	Biswajeet Samantaray	Student	BBA	9777520163
2/16/2023 16:05:12	210409120063@cutm.ac.in	Lopamudra Mohanty	Student	BBA	63712520458
2/16/2023 16:06:14	210409120040@cutm.ac.in	Mousumi Manswani Patra	Student	BBA	7978523490
2/16/2023 16:06:24	210409120073@cutm.ac.in	Aman Kumar sah	Student	Bachelor of Business Administration	6204638838
2/16/2023 16:09:06	210409120068@gmail.com	Amit Kumar Gupta	Student	Bba	7992218016
2/16/2023 16:09:56	220402100011@cutm.ac.in	Diptiranjay Nayak	Student	MBA	9938122371
2/16/2023 16:14:03	210409120092@cutm.ac.in	Pappu Kumar mehta	Student	Bba 2nd year	8340454428
2/16/2023 16:28:11	220402100004@cutm.ac.in	Abhisek Barik	Student	MBA	7008945425

2/16/2023 16:31:42	priyabratabiku3@gmail.com	PRIYABRATA MOHANTA	Student	MBA	8249588465
2/16/2023 16:31:44	220402100008@cutm.ac.in	Rajesh Kumar Das	Student	MBA	.
2/16/2023 16:32:20	22020214002@cutm.in.ac	N.uma choudhury	Student	MBA in ABM	8144832929
2/16/2023 16:33:23	swain001asutosh@gmail.com	Asutosh Swain	Student	MBA	9556701367

