



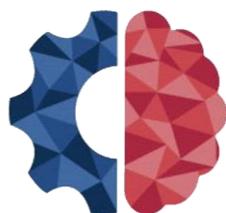
St. PETER'S ENGINEERING COLLEGE

Maisammaguda, Dullapally, Kompally Road, Hyderabad, Telangana 500100

Affiliated to JNTU -Hyderabad & Approved By AICTE, New Delhi

UGC Autonomous Institution

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MoE's
INNOVATION CELL
(GOVERNMENT OF INDIA)



INSTITUTION'S INNOVATION COUNCIL

Impact Lecture Series – Phase II

Sponsored by

MHRD'S Innovation Cell & AICTE, New Delhi

Session to be conducted on 28th July 2022

Speakers: *Mr. A. Sudharshan*

Director/Founder
CENTOTECH

One day guest lecture on **Idea + Innovation = Business Entrepreneurship & Market Research on the Business** on 28th July 2022 for the benefit of our students and faculties of St. Peter's Engineering College, Hyderabad. The coordinator for the guest lecture was Dr. T.Shanmugapriya, Associate Professor, Department of science and humanities. She organized this guest lecture in peaceful manner with the help of Dr. Harinatha Reddy, EDC co ordinator.

The resource person for this guest lecture, *Mr. A. Sudharsha*, Director/Founder **CENTOTECH**, Sudharshan Angirekula is a graduate in Computer Sciences Engineering from Gitam College back in 2007.He was a Campus Recruittee and is with IT Industry from past 10 years working with MNC's in SAP Technology. The quest for doing something more and the passion of BYOB (Being Your Own Boss) paved his way for establishment of Centotech Services Pvt Ltd in Vijayawada. Centotech is focused on taking up Software projects from clients and based on the motto of becoming 'CENT'er of 'TECH'nologies.

He was always exposed to emerging technologies and his love towards Nativity originated the idea of MANAM, a social networking App for Telugu people. MANAM App concentrates on connecting Telugu people across the world with an emotion of " No Telugu person is alone with MANAM ".

He is now the Director/Founder of CENTOTECH and Vice President at MANAM. He always state one quote " People do not buy what you do, they will buy why you do it "

The session started with the introduction about the resource person by Dr. T.Shanmugapriya, IIC coordinator. The resource person started his speech with asking question to our students. That is Have you ever had a killer idea for a product or service and then thought, “Now what?”

Maybe you have a great business concept, but you don’t know where to start. Bringing an idea to life isn't easy. It requires passion, patience, and, most importantly, the ability to execute. The key thing is to get started, so you can move from the idea stage to creating a profitable business. Here are some fundamental steps to help you transform that ingenious business idea into reality. An innovative idea transforms the way people think and, thus, shifts how the entire market operates as a result. It also helps to introduce new customers to the market because it profoundly changes the way people live. He explained five innovative ideas. That is

- Startup turns your carbon footprint into a worthwhile investment.
- Concept store reduces waste by using digital packaging.
- Adidas sells shoes via snapchat game.
- Chatbot learns conversational context.
- Smart grocery cart doubles as a personal shopper.

He stated 4 “Ps” of innovation—

- ✓ paradigm,
- ✓ process,
- ✓ position and
- ✓ product.

He share his real life experience how idea become a business. He stated 6 basic steps to execute your business idea.

1. Research the Market. You may have a good business idea, but unless there's a viable market for it, your product or service won't get off the ground.
2. Test Your Idea.
3. Write a Business Plan.
4. Develop a Financial Plan and Forecast.
5. Choose a Legal Structure.
6. Create a Marketing Strategy.

The session was concluded by honourable HOD Dr.M. Saritha with vote of thanks.

