



Directorate of Outcome **Outcome Report** **Event/Activity Organized @ AUH**

Event Type:	Expert Talk
Event Title:	Start Up Challenges
Details of Speaker/Resource Person:	Mr. Kapil Bali, Ex-Director & Business Head, Kudos Global Pvt. Ltd and founder of MPMS(My Passion My Sports) Commerce & Trade Pvt. Ltd, Gurgaon.
Date:	25 October.2018.
Venue:	A Block Auditorium, AUH campus
Organized by:	CRC, AUH
Faculty Coordinator(s):	Prof. Ajay Kumar Pandey and Prof. Kapil Madan
Participation Number of Faculty:	2 (ABS)
Participation Number of students:	MBA I & II year both. (Approximately 65)

Point wise highlights of the Event:

- The corporate connect guest speaker Mr. Kapil Bali, after being introduced by Mr. Umesh Batra, Sr. Manager, CRC; initiated the session on topic 'StartUps: How to build it up'.
- He extensively deliberated on how after working as successful telecommunication executive he achieved higher positions in the industry by continuously implementing his learning and developing his expertise in digitised systems and when he became confident enough he initiated his own start-up My passion My Sport, a company who assess the sports equipments requirements of his clients, both for organisation and individual and develops customised sports solutions for them involving digital platforms.
- Mr. Kapil Bali explained that besides understanding environment, market, talent sources and customers it is necessary to execute the business plan quickly, keeping this in perspective the future cash flows must be assessed accurately with clarity on top line and bottom line, only then the prospect of angel funding becomes reality. Startups should have provisions for two years of expenses, bears the initial risks and delays and continuously keep on innovating and implementing the processes with high order negotiating skills and patience, only then start-ups took off. He emphasised entrepreneurs should have strong linkages with incubation centres, TiE, NEN type groups for networking, technical, and management sources.
- He interacted with students and at the end of the session he was presented with Amity Memento by Mr. Ankur Gupta, Director, CRC , Mr. Umesh Batra and Mr. Nitin Sood, Sr. Manager, CRC along with Prof. Ajay Pandey and Prof Kapil Madan of ABS.

Outcome of the Event with Time Line (Proposed/Achieved)

(Provide suitable details wherever applicable)

1. Outcome related to Academia Connect		
a) Collaborations for Research Papers/Conference Papers/ Book Chapter etc	Y/N	No
b) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments etc.	Y/N	No
c) Collaboration for Funded Projects.	Y/N	No
2. Outcome related to Industry Connect		

a) Placement	Y/N	Yes
b) Collaborations for Research Papers	Y/N	No
c) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments.	Y/N	No
d) Collaboration for Funded Projects.	Y/N	No
3. Outcome related to Society Outreach		
a) Benefit to society in terms of Health & hygiene	Y/N	No
b) Benefit to society in terms of Education	Y/N	No
4. Outcome related to Students Learning & Grooming		
Students learned the details of actual startups initiation and buildup by an entrepreneur Kapil Bali, who like any conventional MBA student, himself have pursued corporate career, completed MBA, achieved higher corporate position and then initiated his own startup .		
5. Any other		

Enclose event report along with glimpses of the event (Photographs)



