

# LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (AUTONOMOUS)

Approved by AICTE, NEW DELHI. Affiliated to JNTUK, KAKINADA

(Accredited by NAAC with "A" Grade and NBA [(ASE, CE, CSE, IT, ECE, EEE & ME) under Tier-I])

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## CIRCULAR

This is to be informed that IIT BOMBAY is here to conduct a one-day ILLUMINATE WORKSHOP in coordination with LBRCE E-CELL on 29th october2024. The aim of the workshop is to create awareness about details related to Entrepreneurship, Scripting a Business Model, Marketing and Finance. This workshop will be conducted by Experts and Real Entrepreneurs.

### ILLUMINATE WORKSHOP STRUCTURE

SESSION	Topic	Activity	Duration
1	Introduction	Interactive exercises designed to help participants connect with one another and become acquainted with the speaker.	15 Minutes
2	What is Entrepreneurship	Understanding fundamental aspects of entrepreneurship, including its definition and the reasons behind its importance in today's world.	15 Minutes
3	Team Formation	organizing participants into teams to facilitate effective engagement and collaboration during future tasks and interactions.	15 Minutes
4	Idea Generation & Problem Identification	group activity focused on brainstorming and identifying problems, designed to stimulate creative thinking and collaborative problem-solving.	15 Minutes
5	Business Model Canvas (BMC) Workshop	The speaker provides overview of the key components of the BMC and guides participants on how to Fill it for their chosen ideas.	60 Minutes
6	Team Activity: Filling out BMC	Teams will undertake a structured process to identify challenges, devise solutions, and comprehensively complete the BMC.	60 Minutes
7	Finance for Entrepreneurs	Understanding financial principles relevant to entrepreneurship, including assessing the financial viability of ideas and financial planning.	30 Minutes
8	Insights into Startup Development	Understand how to build Start-ups by developing Minimum Viable Products (MVPs) and Proofs of Concept (POCs). Participants will gain insights into creating prototypes and validating ideas through iterative testing and refinement.	30 Minutes
9	Pitching Workshops & QNA	present your business idea in groups and engage in a Q&A session, aimed at improving pitching skills and receiving constructive feedback.	30 Minutes

**Note: Interested students are to pay 700/- rupees for attending workshop.**



- Working Lunch and additional snacks will be provided.
- Exclusive Kits will be given to all participating students.
- Certificates of participation to all the participants.
- All Certificates will be certified by E-Cell IIT

BOMBAY. REGISTRATIONS OPENS SCAN THE QR.

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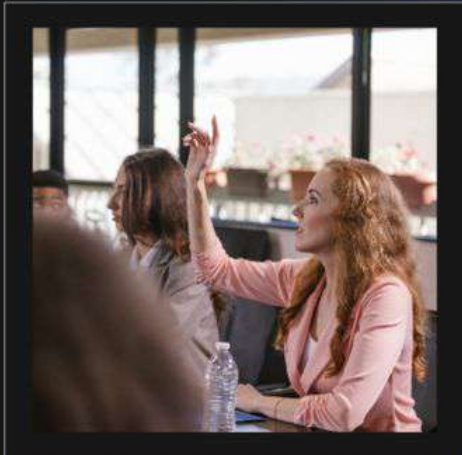
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Lakireddy Bali Reddy College of Eng

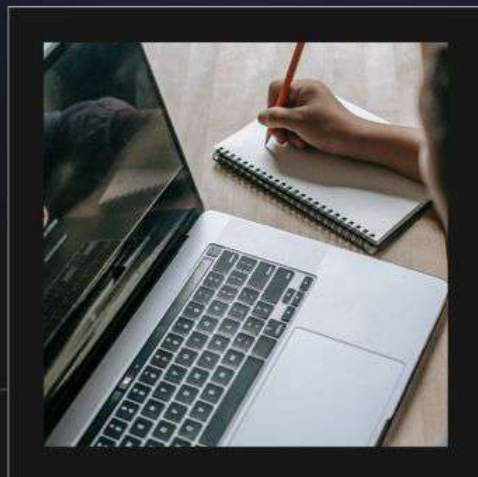


# ILLUMINITE WORKSHOP

**SPEAKER**  
REAL TIME ENTREPRENEUR



**WHAT IS ENTREPRENEURSHIP AND ITS FINANCES**



**BUSINESS MODEL CANVAS, TEAM FORMATION**



**INSIGHT INTO STARTUP DEVELOPMENT**



**TUESDAY,  
29 OCT 2024**

START FROM 9:00AM-4:00PM

**700/- FOR REGISTRATION!**  
**REGISTRATION CLOSES ON 24TH**

**HURRY UP!  
only limited seats available**

- ...WORKING LUNCH AND SNACK.
- ....EXCLUSIVE KIT WILL BE PROVIDED.
- ....CERTIFICATE FROM E-CELL IIT BOMBAY.

FOR MORE INFORMATION CONTACT

9398829025,7396274667.

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