



**PRIME**  
M E G H A L A Y A



# EVENT REPORT

<b>Event Type:</b>	Entrepreneurship Course / Capacity Building for Higher Education Institutes																		
<b>Event Name:</b>	<b>“From Idea to Execution!” - Got a business idea? Learn how to take the next steps to transform it into reality.</b>																		
<b>Partner Organisation:</b>	Don Bosco College - Tura SPOC: Father Bivan Mukhim (Principal)																		
<b>Resource Person:</b>	Flo Oberhofer Program Head PRIME Startup Hub Meghalaya IIM Calcutta Innovation Park																		
<b>Date:</b>	13/01/2021 - 11:00AM to 12:30PM																		
<b>Duration:</b>	Scheduled: 1.5 hours Actual: 1.5 hours																		
<b>Venue/Location/Virtual VC Tool:</b>	Virtual on Zoom																		
<b>Scheduled Agenda:</b>	<table border="1"><thead><tr><th>Timing</th><th>Description</th><th>Resource Person</th></tr></thead><tbody><tr><td>11:00-11:05AM</td><td>Host Briefing</td><td>Flo Oberhofer</td></tr><tr><td>11:05-11:10AM</td><td>Welcome Note</td><td>Father Bivan</td></tr><tr><td>11:10-12:15PM</td><td>Capacity Building Session</td><td>Flo Oberhofer</td></tr><tr><td>12:15-12:25PM</td><td>Q&amp;A</td><td>Flo Oberhofer</td></tr><tr><td>12:25-12:30PM</td><td>Vote of Thanks</td><td>Father Bivan</td></tr></tbody></table>	Timing	Description	Resource Person	11:00-11:05AM	Host Briefing	Flo Oberhofer	11:05-11:10AM	Welcome Note	Father Bivan	11:10-12:15PM	Capacity Building Session	Flo Oberhofer	12:15-12:25PM	Q&A	Flo Oberhofer	12:25-12:30PM	Vote of Thanks	Father Bivan
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<b>Activities Conducted/Event Summary:</b>	<p>PRIME (Promotion and Incubation of Market-driven Enterprises), a comprehensive programme launched by the Government of Meghalaya, seeks to create and promote an entrepreneurial ecosystem in the state. The PRIME Start-up Hubs are centres for innovation, knowledge sharing, incubation, and skill development.</p> <p>PRIME, through its numerous initiatives and programs, imparts thorough guidance to budding entrepreneurs, encouraging them to translate their innovative ideas into business, and further, sustaining them in the long-run by actively mentoring them. This interactive knowledge session, exclusively for the students of Don Bosco College Tura, guided them to take the next steps and turn pioneering entrepreneurial thoughts into reality.</p> <p>This was done by introducing various startup methodologies and concepts like:</p> <ul style="list-style-type: none"> <li>● Problem - Solution Fit</li> <li>● Product - Market Fit</li> <li>● Vision - Founder Fit</li> <li>● Lean Startup Methodology (MVP)</li> <li>● Lean Canvas</li> </ul> <p>Those concepts and methodologies were then linked to specific examples of entrepreneurs in Meghalaya as well as outside the state that have taken their idea to an execution and scaleup phase.</p> <p>After the session the students had ample time to pose their questions to the resource person. They had many remarks and questions related to entrepreneurship and specific business ideas they wanted to pick up. They were also very keen on understanding what are the individual strengths of Meghalaya that one could leverage as a local entrepreneur in Garo Hills. Due to time constraints, the Q&amp;A session had to be closed before all questions were answered. The resource person suggested to pose any more questions directly to him and shared the respective Email ID.</p> <p>The session concluded with a vote of thanks by Father Bivan.</p>
<b>Total Number of Participants (Audience + Staff + Resource Persons)</b>	<p>111</p>
<b>Screenshots/Pictures/Visuals:</b>	



EXCLUSIVE FOR THE STUDENTS OF DON BOSCO COLLEGE, TURA



Flo Oberhofer  
Program Head  
PRIME Start-up Hub, Meghalaya

## FROM IDEA TO EXECUTION

Got a business idea?  
Learn how to take the next steps to transform it into reality!

JOIN OUR VIRTUAL KNOWLEDGE SESSION ON ZOOM

Date	Time	Duration
January 13th, 2021	11 A.M	1 hour 30 minutes

Reach us out



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