



**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>	Loyola College Williamnagar POC: Father Sunny Augustine (Principal) & Dr Sangma (Commerce Department)															
<b>Resource Person:</b>	Flo Oberhofer Program Head PRIME Startup Hub Meghalaya IIM Calcutta Innovation Park															
<b>Date:</b>	17/06/2021 - 10:30AM to 12:00PM															
<b>Duration:</b>	Scheduled: 1.5 hours Actual: ~2 hours due to extended Q&A															
<b>Venue/Location/Virtual VC Tool:</b>	Virtual on Google Meet															
<b>Scheduled Agenda:</b>	<table border="1"><thead><tr><th>Timing</th><th>Description</th><th>Resource Person</th></tr></thead><tbody><tr><td>10:30-10:35AM</td><td>Host Briefing</td><td>Allan Lalloo</td></tr><tr><td>10:35-10:40AM</td><td>Welcome Note</td><td>Dr Sangma</td></tr><tr><td>10:40-11:40AM</td><td>Capacity Building Session</td><td>Flo Oberhofer</td></tr><tr><td>11:40-12:00PM</td><td>Q&amp;A</td><td>Dr Sangma &amp; Flo Oberhofer</td></tr></tbody></table>	Timing	Description	Resource Person	10:30-10:35AM	Host Briefing	Allan Lalloo	10:35-10:40AM	Welcome Note	Dr Sangma	10:40-11:40AM	Capacity Building Session	Flo Oberhofer	11:40-12:00PM	Q&A	Dr Sangma & Flo Oberhofer
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	12:00-12:05PM	Vote of Thanks	Student Representative
<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 Loyola College Williamnagar, 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. The Q&amp;A session had to be extended due to the ample amount of questions posed by the students.</p> <p>The session concluded with a vote of thanks by a representative of the student council of commerce department of Loyola College.</p>		
<b>Total Number of Participants (Audience + Staff + Resource Persons)</b>	117		
<b>Screenshots/Pictures/Visuals:</b>			



LOYOLA COLLEGE, WILLIAMNAGAR



Flo Oberhofer  
Program Head,  
PRIME Startup 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

Date: June 17, 2021      Time: 10:30 A.M - 12 P.M



Reach us out  
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