



PRIME
M E G H A L A Y A



EVENT REPORT

Event Type:	Entrepreneurship Course / Capacity Building for Higher Education Institutes															
Event Name:	“From Idea to Execution!” - Got a business idea? Learn how to take the next steps to transform it into reality.															
Partner Organisation:	Martin Luther Christian University (MLCU) - Shillong SPOC: Dr. Julian Oscar Dhar (Director Marketing & Development)															
Resource Person:	Flo Oberhofer Program Head PRIME Startup Hub Meghalaya IIM Calcutta Innovation Park															
Date:	22/01/2021 - 11:00AM to 12:30PM (for UG IV & VI Semester, PG IV Semester) 29/01/2021 - 11:00AM to 12:30PM (for UG I & II Semester, PG I Semester)															
Duration:	Scheduled: 1.5 hours each scheduled. Actual: ~2 hours each due to extended Q&A session.															
Venue/Location/Virtual VC Tool:	Virtual on Zoom															
Scheduled Agenda:	<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>Allan Lalloo</td></tr><tr><td>11:05-11:15AM</td><td>Welcome Note</td><td>Dr. Dhar</td></tr><tr><td>11:15-12:15PM</td><td>Capacity Building Session</td><td>Flo Oberhofer</td></tr><tr><td>12:15-12:30PM</td><td>Q&A</td><td>Dr. Dhar & Flo</td></tr></tbody></table>	Timing	Description	Resource Person	11:00-11:05AM	Host Briefing	Allan Lalloo	11:05-11:15AM	Welcome Note	Dr. Dhar	11:15-12:15PM	Capacity Building Session	Flo Oberhofer	12:15-12:30PM	Q&A	Dr. Dhar & Flo
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Activities Conducted/Event Summary:	<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 MLCU, 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"> ● Problem - Solution Fit ● Product - Market Fit ● Vision - Founder Fit ● Lean Startup Methodology (MVP) ● Lean Canvas <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. The Q&A session had to be significantly extended due to many questions posed by the students.</p> <p>The session concluded with a vote of thanks by Dr. Julian Dhar.</p>						
Total Number of Participants (Audience + Staff + Resource Persons)	130						

Screenshots/Pictures/Visuals:





EXCLUSIVE FOR THE STUDENTS OF
MARTIN LUTHER CHRISTIAN
UNIVERSITY, SHILLONG

FROM IDEA TO EXECUTION

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

Flo Oberhofer
Program Head,
PRIME Startup Hub, Meghalaya

JOIN OUR VIRTUAL KNOWLEDGE SESSION ON ZOOM

Date(s)	UG	PG	Time
January 22, 2021	IV & VI Semesters	IV Semester	11 A.M - 12:30 P.M
January 29, 2021	I Semester	I Semester	11 A.M - 12:30 P.M

Reach us out

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[@primestartupmeghalaya](https://www.instagram.com/primestartupmeghalaya)





