



IIC S.P.I.T.
Institution's Innovation Council

Sardar Patel Institute Of Technology Institution's Innovation Council Bhavans Campus, Old D N Nagar, Munshi Nagar, Andheri West, Mumbai, Maharashtra 400058

Event Summary

Report

Program driven by: IIC Activity Program

Activity Name: Organise One Day Workshop on Problem Solving/Design Thinking/Ideation Workshop/ Campus Hackathon etc.

Event Name: A Workshop on Design Thinking and Elevator's Pitch

Speaker: Mr. Saket B

Venue: Sardar Patel Institute Of Technology , Bhavans Campus, Andheri West, Mumbai

Date: 17/10/2019

“Entrepreneurship is about turning what excites you in life into capital so that you can do more of it and move forward with it . E CELL of Sardar Patel Institute of Technology organised a pitching workshop on 17th October ,2019 to hone the entrepreneurship skills of the students of the college . An entrepreneur must display adroitness in negotiation, incisiveness in the art of pitching and elegance in communication . To cultivate these qualities inside the young bright heads a distinguished Dignitary Mr B Saket was called to enlighten them and guide them how to be good entrepreneurs and how to pitch . Mr B Saket is the co founder of liminal which is based in Mumbai and host a creative agency that produces solutions and content in Augmented Reality and Virtual reality , he has a background in product development and has done a Btech in computer science. The workshop began with a rhetorical question of what the students meant by the term ‘pitching an idea to an investor ?’ He spoke about how important is it for an entrepreneur to pick the right problems Plaguing society and create a solution for it . He laid emphasis on the fact that “ you not only need a solution to the problem but also the skills to pitch the problem to not only the investors but also to the people who would benefit from it defines a true entrepreneur .” He delved deep highlighting the fact that a product or an idea that brings about a revolution Is the one which bridges the gap between its customers and the future . He also spoke about what his pitching strategies were when he founded his company highlighting the importance of confidence and belief in the idea the qualities an entrepreneur should have for an effective pitch . His words of wisdom played an imperative role in the



elevator pitch competition where the students were supposed to design a product or plan a solution for a problem statement identified by them from the newspapers. It also filled the budding entrepreneurs with passion to nurture their ideas and follow the 3 Ds that is dedication, devotion, and determination to be successful entrepreneurs.

