

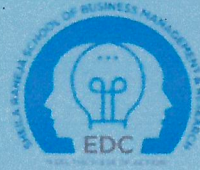


# SRBS

BOMBAY SUBURBAN ART AND CRAFT EDUCATION SOCIETY'S  
**SHEILA RAHEJA SCHOOL OF BUSINESS  
MANAGEMENT AND RESEARCH**  
(Approved by AICTE, DTE and Affiliated to the University of Mumbai)



**INSTITUTION'S  
INNOVATION  
COUNCIL**  
(Ministry of HRD Initiative)



# MY STORY

## "A SESSION ON STARTUP IDEA GENERATION AND EXECUTION"



# JAIMIN SHAH

Founder, The TeachUs App

For Sheila Raheja School of Business  
Management and Research

  
Director



**5 AUGUST, 2023**



**12:45 PM ONWARDS**

*Vaishali*



**4TH FLOOR, SMART CLASSROOM**



10-August-2023

**"My Story - A Session on Startup Idea Generation and Execution"**

The best tool for an innovator is idea generation. Idea generation is the process where you generate ideas and solutions through sessions such as Sketching, Prototyping, Brainstorming, Brain Writing, Worst Possible Idea, and a wealth of other ideation techniques. Ideation is also the third stage in the Design Thinking Process. Although many people might have experienced a "brainstorming" session before, it is not easy to facilitate a truly fruitful ideation session.

In line with the above thought process the SRBC IIC organized a session on Startup Idea Generation and Execution. The students were exposed to the idea generation and execution process through real life experience sharing by Mr. Jaimin Shah, Founder and CEO of TeachUS App.

**Event Details:**

Date	August 5, 2023
Time	1:00 PM to 3:00 PM
Venue	Smart Classroom, SRBS
Department	MMS
Participants	45 nos.
Speaker	Mr. Jaimin Shah-CEO and Founder of TeachUS App for colleges

Mr. Jaimin Shah a founder and CEO of TeachUs App was the resource person for the event. Mr. Shah gave his important insights for the opportunities present in world as an entrepreneur. He elaborated many useful facts about starting a business and exploring it in a good and positive way. He explained about how to grab opportunities from the surroundings. Students were exposed to the steps an entrepreneur would walk through while converting his idea to a successful business enterprise.

- Idea Generation
- Implementation of Idea
- Importance of right Approach
- Execution methodology
- Challenges and how to overcome challenges
- How to set target goal?

He explained about various pit-holes and solutions while going through the new business idea and implementation. "A NEVER GIVE-UP ATTITUDE" Mantra was given by Mr Jaimin Shah to students. And further discussions were followed by a Q&A round, which made the session more interactive and informative for students. Our students asked many good questions to the resource person and obtained clarity on different concepts related to problem identification and designing solutions around it.

*Vaishali*

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For Sheila Raheja School of Business  
Management & Research

  
Director

Students found the session very informative and knowledgeable and requested for more similar sessions to be conducted in future.

The session concluded with a word of encouragement by Dr. Harish Kumar S. Purohit, the Director of SRBS, followed by a vote of thanks.

**Objective:**

- Understanding the process of problem identification and designing solutions around them.
- Enhance the entrepreneurial and innovation quotient of the students.
- To enable students to create volume and variety in their innovation options.

**Outcomes of the session:**

- Students were able to appreciate the importance of idea generation and innovation for business.
- The session spurred the entrepreneurial curiosity among students which resulted in multiple questions put across in the Q&A sessions.
- Students drew insights into how to create presentations and business plans that articulate and apply financial, operational, organizational, market, and sales knowledge to identify paths to value creation.

*Vaishali*  
Dr. Vaishali Singh

Event Co-ordinator

*Vaishali*

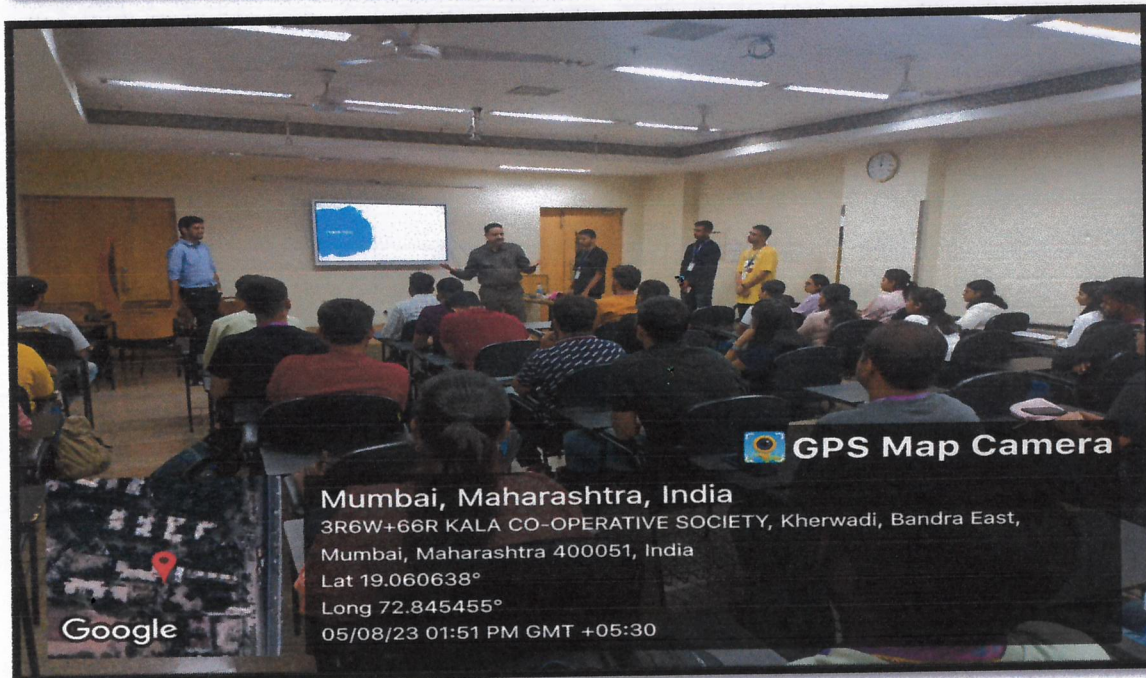
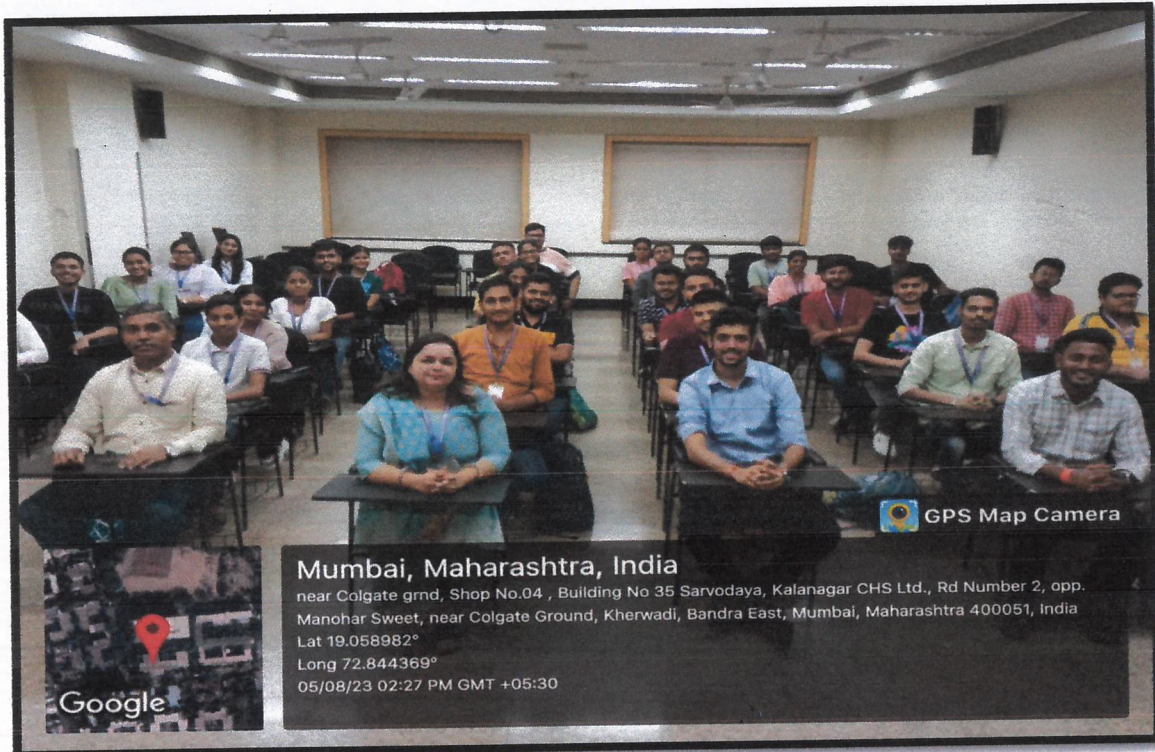


Dr. Harish Kumar S. Purohit

Director



**Geo Tagged Photos:-**



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Director



*Vaishali*

Dr. Vaishali Singh

Faculty In charge

*Vaishali*



Dr. Harish Kumar S. Purohit

Director

