



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 Calendar Activity

Program /Activity Name: ‘How to plan for Start-up and legal & Ethical Steps’

Event Name: Session on ‘How to plan for Start-up and legal & Ethical Steps’

Venue: Sardar Patel Institute of Technology

Date: 8th April 2022.

An offline session for all the students of S.P.I.T was conducted wherein the speaker guided the audience as to how to begin planning a Start-Up. The session was delivered by Mr. Ramesh Chembnath. He is the founder of Brandbuddiez Technologies and has also been named in India’s 50 Most Talented CMOs” by CMO Asia 2014 and for “Excellence in Marketing” at The Asian Brand & Leadership Summit Dubai in 2013. The session was based on how one should go about becoming an entrepreneur.

In order to engage with a relatively young audience, he started the session by citing an example of a girl in her early 20s and her journey of a successful Start-Up. He then spoke about the ‘Basic Formula for a Start-Up’, wherein he elaborated on points such as starting with a new business idea, innovation, having the adequate knowledge about technology before beginning with a Start-Up and lastly, being passionate about what you want to build. He also highlighted the importance of choosing the appropriate team for your project and how it should comprise of people who don’t just have appealing presentation skills, but also hold an in-depth knowledge about the subject.

After addressing a couple of doubts from the audience, he mentioned the legal steps involved in setting up a Start-Up. The first step includes trademarking the startup, with the help of a Chartered Accountant or a Company Secretary by first finding a unique name and logo, and then registering the startup. Secondly, take the help of a lawyer and draft an agreement with the partners that come on board, and make sure the agreement is transparent and the details are pre-decided.

He concluded the session by reiterating that a Start-Up can be called a successful one by

spending only five percent of your efforts into the idea-building process and the rest of it is its execution.

### Pictures:







### **ATTENDANCE :**

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