



VIVEKANANDA INSTITUTE OF PROFESSIONAL STUDIES - TECHNICAL CAMPUS

Grade A++ Accredited Institution by NAAC

NBA Accredited for MCA Programme; Recognized under Section 2(f) by UGC;
Affiliated to GGSIP University, Delhi; Recognized by Bar Council of India and AICTE
An ISO 9001:2015 Certified Institution

SCHOOL OF ENGINEERING & TECHNOLOGY

ASSIGNMENT 1 (UNIT-I-II)				
SUBJECT: PRINCIPLES OF ENTREPRENEURSHIP MINDSET			SUBJECT CODE:	SEM: VII BRANCH : CSE
S. NO	QUESTIONS	CO	BL	MARKS
1	Prepare a presentation as specified below	1,2	1,2	10

Group Presentation (PPT)

Group Size: 3–6 students

Submission & Presentation Date: 13th Aug - 29 Sep 2025 (dates can be discussed in class)

Mode: In-class Presentation / Upload on google form link - <https://forms.gle/LzLhVdSz97xRYSqCA>

Objective:

As part of your course requirements, you are required to create and present a PowerPoint presentation on an entrepreneurial plan in the industry of your choice. This exercise is designed to help you apply key concepts such as entrepreneurial mindset, business model canvas, finance, marketing, and business plan creation in a practical and structured way.

You may choose to design your own startup idea or take inspiration from an existing brand/startup (e.g., Apple, boAt, MamaEarth, Zomato, etc.).

Presentation Structure (13–15 Slides):

- Cover Slide
 - Business/Startup Name
 - Industry chosen
 - Names and enrollment numbers of team members, “Assignment 1 PEM” must also be mentioned
- Entrepreneurial Inspiration (if using a real company)
 - Founder(s) and their entrepreneurial mindset
 - Key facts and a quote if applicable



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- Business Idea
 - Overview of your product/service
 - What customer need or market trend it addresses
- Business Model Canvas (2 slides recommended)
 - Customer Segments, Value Proposition, Channels
 - Customer Relationships, Revenue Streams, Key Activities, Key Resources, Key Partners, Cost Structure
- Customer Profiling
 - Target market description
 - Customer segmentation
- Marketing Strategy
 - Product, Price, Place, Promotion (4Ps)
 - Any specific promotional ideas or channels
- Finance Plan (With Numbers)
 - Estimated capital/investment required
 - Revenue forecast
 - Break-even estimate
 - Mention and define at least 5 financial terms from the syllabus
- Operational Plan
 - Key resources and technology
 - Location, supply chain, partnerships (if any)
- Challenges & Risk Management (Optional but encouraged)
 - Potential risks and basic mitigation plan
- Company Incorporation in India
 - Mention basic steps of setting up a company (briefly)
- Future Roadmap
 - Goals for next 3–5 years
 - Expansion or innovation plans

Guidelines:

- Use proper formatting, visuals, and graphs where necessary.
- All financial figures can be assumed but must be realistic.
- Clearly mention any sources or references used.
- Each group must submit their final PPT before the deadline.
- Every member must participate in the presentation.

For any clarification, feel free to reach out during lecture hours or via email.