

PRESS RELEASE
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Knowledge Session Empowers Startups and Entrepreneurs in Patna

Patna, May 8, 2024 – CIMP-Business Incubation & Innovation Foundation (CIMP-BIIF), in collaboration with TiE Pune, hosted a "Knowledge Session for Startups & Entrepreneurs" at BHub, Maurya Lok, Patna.

The session facilitated interactions between entrepreneurs from Patna and industry leaders, including Mr. Kiran Deshpande, Co-Founder of Mojo Networks, Inc. (now part of Arista) and President of TiE Pune Chapter, and Ms. Parul Ganju, CEO of Ahammune Biosciences Pvt. Ltd.

Diverse topics were covered during the session, ranging from Sales Models and Budget Allocation to Deeptech Startups. Entrepreneurs representing various sectors participated in insightful one-on-one discussions with the experts.

Mr. Deshpande shared stories of successful startups and delved into fundamental business models such as Business-to-Business (B2B), Business to Consumers (B2C), and Business-to-Business-to-Consumer (B2B4C). He emphasized the importance of go-to-market strategies.

"A go-to-market strategy begins with focus - where to go, where not to go, and finding out which market should be dominated," he said.

Parul Ganju discussed the topic Deeptech Startups: Deep Science for Impact.

"Deeptech startups believe in solving the problems of tomorrow for a better world. For any new drug created, 12-15 years of research goes behind it along with an investment of one billion dollars," she said.

Furthermore, the session showcased the entrepreneurial spirit of students from Class VII to XII of Radiant International School, who presented innovative pitch decks to the guests.

Saujanya, a student from Class XII, clinched the first prize with her concept 'Earth Cover', while Utkarsh Raj from Class X secured the second prize for his idea 'Water ATM'. Shivam Kumar from Class VII won the third prize for his idea 'Digital Survey'.

Prof. Dr. Rana Singh, Director of Chandragupt Institute of Management Patna (CIMP), said, "I extend my sincere thanks to Mr. Deshpande and Ms. Ganju for sharing profound insights on strategic interventions essential for startups and entrepreneurs to thrive in the fiercely competitive business landscape."

Kumod Kumar, CEO of CIMP-BIIF, highlighted the session's significance, he said, "Our startups found the session immensely valuable, gaining clarity on essential strategies vital for thriving in the startup ecosystem."



