



RAJ KUMAR GOEL INSTITUTE OF TECHNOLOGY,(RKGIT)

GHAZIABAD, UTTAR PRADESH

Institution Innovation Council (IIC 3.0) IC201810409

A Live session's talk on "From your Ph.D. /Master's Thesis to a start-up on 23rd April 2021



Talk by

Dr. Anand Deshpande

on

From your Ph.D/ Masters Thesis to a start-up

Friday 23rd April 2021 at 11.00 AM

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Speaker

Dr. Anand Deshpande
Founder
Chairman and Managing Director
Persistent Systems



Session Chair

Prof Anil D. Sahashrabudhe
Chairman, AICTE

GUEST OF HONOUR:

Dr. M.P. Poonia
Vice Chairman
AICTE

Prof. Rajive Kumar
Member Secretary
AICTE

Dr. Abhay Jere
Chief Innovation Officer
MoE's Innovation Cell

You can ask your queries directly to the speaker in youtube comment during live session

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**Report on A Live session talk on “From your Ph.D.
/Master’s Thesis to a start-up on 23rd April 2021**

Institution Innovation Council of Raj Kumar Goel Institute of Technology, Ghaziabad under Entrepreneurship, Innovation and Incubation Department at Raj Kumar Goel Institute of Technology, Ghaziabad watched A Live session talk on “From your Ph.D. /Master’s Thesis to a start-up on 23rd April 2021 from IIC-Govt. Of India. It was well-received by 198 participants. The details are-

EVENT DETAILS:-

KEYNOTE SPEAKER

Dr. Anand Deshpande

Founder and CMD, Persistent Systems

Event Coordinator RKGIT

Mr. Arvind Tiwari

Assistant Professor (ME Department)

7838047143

Brief details of the event highlights:

A session on 'From your Ph.D./Master's thesis to a start-up' was conducted on April 23, 2021. The speaker for the session was Dr. Anand Deshpande, Founder and CMD, Persistent Systems. Also present were Dr. M.P. Poonia, Vice-Chairman, AICTE, Prof. Rajive Kumar, Member Secretary, AICTE, Dr. Abhay Jere, Chief Innovation Officer, MoE's Innovation Cell.

Dr. Anand Deshpande started with his talk with a motivational incident which happened during a discussion. In the talk, Dr. Anand Deshpande said that there are prejudice regarding PhD that researchers cannot be entrepreneurs. He stressed on the fact that researchers are actually better equipped to become entrepreneurs as they are focused, persistent in their efforts and know how to create jobs. It was discussed how customer development to business model canvas development etc are all part of the process in a Ph.D. to start entrepreneurship. Further into the talk the concept of Minimum viable product was also discussed.

Citing an example of an elephant, he said that Research and Teaching is only an option after being awarded PhD but he highlighted the skills of entrepreneurship that a research scholar should possess during his course.

He explained the process of Lean start-up by giving an example of Toyota Production. He also explained how Lean start-up helps. Dr. Deshpande highlighted the work of Steve blank.

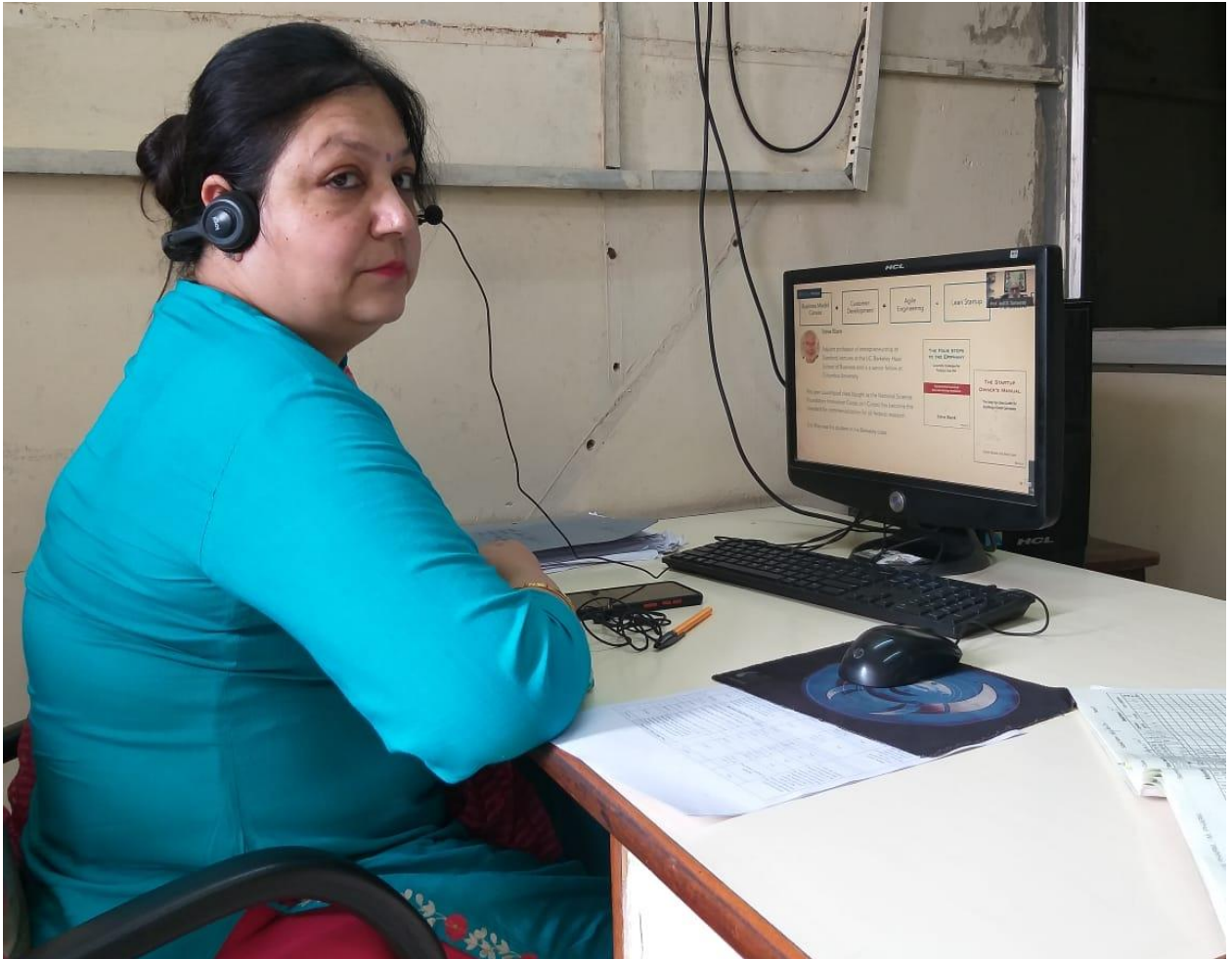
Further in his talk, Dr. Deshpande explained about Minimum Viable Product (MVP) and the two questions possessed during the processes of experimentation of MVP.

Taking the insights from a book on Business Model Generation by Alex Oster alder, Dr. Deshpande highlighted the value proportion by giving an example of a restaurant. Further he explained business proportion citing the example of Airbnb and enlightened about 9 different areas that are required for value proportion.

While talking on Cash generation Dr. Deshpande, shared from a book by Ram Charan and Ashok Korwar, wherein he stressed on the 4 parts that are critical in business. The core idea of business was given a thrust during discussion. A financial calculation was explained in the presentation. A business matrix was also explained. Dr. Deshpande presented the chart of cash flow.

✓ **SOME PICS OF THE EVENT-**









Via CiscoWebex



AICTE



Innovation Cell



Anand Deshpande



Prof. Anil D. Sahasrab



Rajive Kumar



Innovation Cell

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Talk cum Presentation on "From your Ph.D./ Masters Thesis to a start-up"

Via CiscoWebex



AICTE

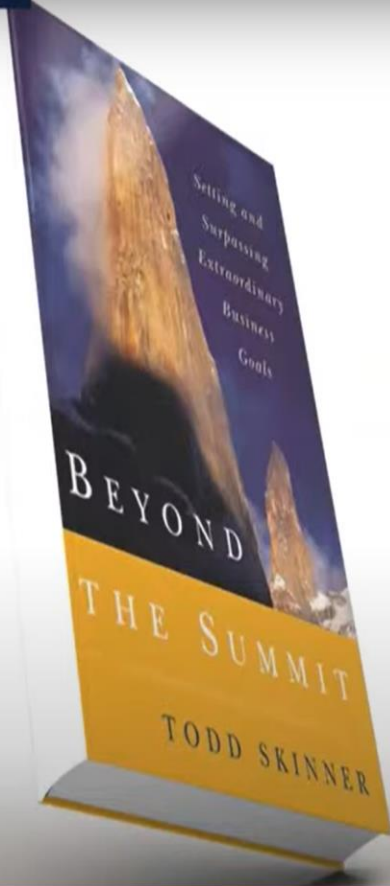
#AMA

 [@anandesh](#)
anand@persistent.com

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1:14:37 / 1:29:45

58
+6



How you think is more important than what you know.

Pick teammates for what they will do, not for what they have already done.



Inspired by the Gurus of Lean Manufacturing

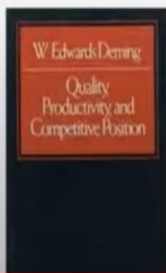


Edward Deming



Taiichi Ohno

Lean manufacturing is a disciplined process to constantly reduce waste.



Lean is a journey and not a destination.





Objective of this talk

- Congratulate you on your success!
- Convince you that your skills (tenacity, focus, contextual awareness, persistence) are valuable to be an entrepreneur.
- **How do you go about it? An overview of useful tools as you embark on your journey of being an entrepreneur.**
- **AMA: Answer questions you may have!**

Idea Validation



Team Building



Cash Generation



11:25 / 1:29:45











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