

**Date: 09/11/2022**

**Activity Title:** - Guest Lecture Session

**Speaker:** - Ms. Aabha Kabra,

Co-founder, Baby Cloud, Adwaita educare.

**Date:** - 09 November 2022

**Time:** - 5.30 PM to 6.30 PM

**Average Students per Session:** - 75-80

**Description: -**

Event began at 5.30 PM with more than 75 participants. Ms. Darshana Sancheti started the event by welcoming participants and introducing Ms. Aabha Kabra. We also welcomed Prof. Sushma Agrawal and Dr. Bhalchandra Mam. After that, Ms. Aabha Kabra introduced herself and their startup journey to begin the session. She described how their entrepreneurial journey began with the assistance of their co-founder and mentor. She introduced students to Startup making process by firstly making them aware about the market need and how their idea is going to fulfill market gap or consumer's need. The different stages involved in incubation of startup just like, pre-incubation and post-incubation also explained by them with real example of their founded startup. What are the different factors involved in Startup Ideation and execution, process of incubating a startup, raising funding with equity dilution, hiring interns and networking, Team management these topics are very well elaborated by her!



The whole session was interactive with students. While conducting the session she even interacted with students through great questions in between. Ms. Aabha Kabra even put forward the growing market in healthcare in India. She even shared his personal experience and journey till now. She responded very promptly to all the doubts of students. Coming towards the end

of session she cleared doubts of students related to the starting startup journey and difficulties faced by her to execute their startup. Students also cleared doubts related to network building. Finally, Ms. Darshana Sancheti concluded the session by thanking Ms. Aabha Kabra and all the participants.

### **Ideation Process: -**

Students wanted to know how to establish a startup while in college. Many students contacted us to learn more about launching a business and getting funding through startup incubation. Finding the right information regarding startup incubation and finding cofounders is difficult for many students who are interested in establishing a startup.



### **How it helped students: -**

Students got to know about the Starting Startup journey and they got information about execution of startup co-founders and good team. They even got to know about the Incubation stages and process of incubating startup. Students are now much more aware of the different domains which they have in the market. The need for finding right idea with great market exposure is very important stage of starting startup. The students also understand the power of networking and importance of co-founders in the startup journey

