

**Institutions Innovative Council(IIC)**

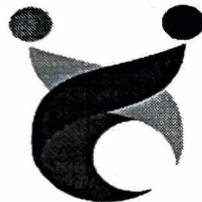
**Viswajyothi College of Engineering and Technology**

Report on WEBINAR SERIES

**Innovators/Accelerators Early Stage Entrepreneurship:**

on

**2<sup>nd</sup> July 2022**



**INSTITUTION'S  
INNOVATION  
COUNCIL**  
(Ministry of HRD Initiative)

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# Report on the Webinar Conducted on 2<sup>nd</sup> July 2022

## 1. Introduction

The webinar conducted by IIC, VJCET on 2<sup>nd</sup> July was about the topic 'Innovators/Accelerators-Early Stage Entrepreneurship'. The workshop was conducted in an intention to providing the students an exposure to the latest innovative practices followed in the industry. Human beings are hacking evolution, all inefficient things are in the past and efficient things are in the future.

## 2. Program Objective

The objective of conducting such a webinar is to arrange a platform to understand the various opportunities for the final year students and pre-final year students of MBA and BTech regarding the levels of innovation and how to be on top of the trends in industry.

## 3. Program Description

The webinar had begun by 12.00 pm with a warm welcome speech by Ms.Arsha, student of MBA second year. Mr.Nithin Kurian, Program Head of Athena Global Education talked on the topic till 1pm and answered all the students questions by 1:15pm..Ms.Lakshmi(Asst.Prof.ECE) and Ms.Riya(Asst.Prof.MBA) were the co-ordinators of the program. He clearly explained what is innovation accelerator. the innovation accelerator definition can be summed up this way: it's an effort to develop a business idea, test that idea, and essentially treat the idea as a new business startup, pursuing the idea or ideas over the course of a few months. A benefit to innovation accelerators, in addition to providing data and experiences that will be important in predicting if an idea or a process will work, the teams will also understand what decisions and processes they made worked, and what decisions caused pitfalls or perhaps even failures. Perhaps the answer to "What is a business accelerator?" is that it is a process that allows a company to discover what works, what won't work and ultimately what will allow them to make more money with a more nominal investment in the process.

Delta-4 is a theory coined by Kunal Shah, the founder of CRED App and former founder of Freecharge(Acquired by Snapdeal for \$450M) on 'How to evaluate your startup idea?'. It can be used as a framework for self-assessment for evaluating ideas or startups to see whether they are on a path towards creating wealth. This blog post is a summary of some research and notes prepared by me while watching Kunal's talk at TechSparks Summit.

### The Delta-4 Theory

According to Kunal, if the delta of the efficiencies is greater than 4, the business or the solution will unlock the pot of gold. Once the business or the product achieves the delta > 4, it

becomes unstoppable and becomes a wealth creation machine. Examples include Uber (Allowing to book cabs easily and efficiently), Google (Helping to search the world of the web faster), Truecaller (Helping to identify an unknown call received), Whatsapp (Making text communication faster, efficient and free), and more.

#### Traits of Delta-4

##### Irreversible

Once Delta 4 has been established, it's impossible for people to go back to the previous state of inefficiency. A person who has booked a flight/train ticket online will never go back to the station or airport to book a ticket again as delta 4 has been already achieved.

##### Universal Bragworthy Position (UBP) > Universal Selling Point(USP)

Delta-4 products have UBP so high that it grows organically without the need for any aggressive marketing. One example given by Kunal is that of Truecaller which became popular without any advertisement. The product was so good that people were talking about it and it organically grew itself.

##### High Tolerance

Once Delta 4 is established, people will have a high tolerance towards the product. For example even if Uber is down for an hour or if the ride got canceled due to some error, people continue to use Uber. This is contrary to the businesses which haven't achieved delta 4. For example, while purchasing clothes online, if it goes wrong one time say due to misfit, people tend to abandon buying clothes online completely and prefer going back to the brick and mortar store.

#### What businesses should keep in mind or do to increase the $\Delta 4$ ?

**Affordability** (No one would take a train if they can afford a flight everywhere)

- **Readiness** (Youtube wouldn't be popular if data was not cheap enough)
- **Learning effort** (Tally may not be the most efficient software in the market. However, thousands of CA's stick to it because they devoted long hours to learn the software)
- **Micro Configurations** (Mom's usually don't tend to let go of her maid as she made many configurations on how to do a particular job)
- **Collective participation** (getting users to use to your product. e.g. TikTok.)

- Branded lanes/verbs (using WhatsApp me or google it, instead of text me or search for it on the web)

#### 4. Program Outcomes

This webinar was truly beneficial for the students. It helped a lot to know about the various start up ideas and also update on the latest principles like delta4.

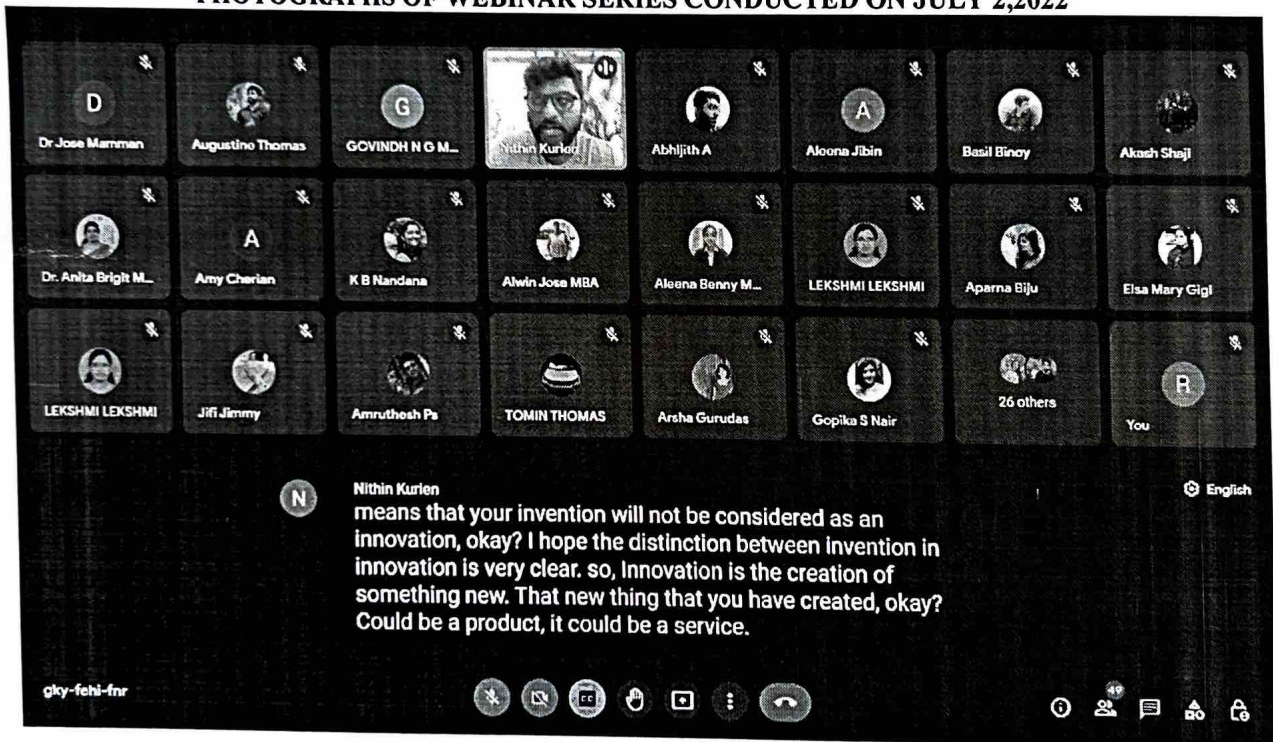
#### 5. Conclusion

The webinar was wound up by 1:20 pm with an interacting section followed by the Vote of thanks given by Ms.Chelsiya of MBA second year

#### LIST OF PARTICIPANTS

- 1.S4MBA 2020-2022
- 2.S2MBA 2021-2023
- 3.BTech ECE

#### PHOTOGRAPHS OF WEBINAR SERIES CONDUCTED ON JULY 2,2022





Participant list on the right side of the screen:

- You
- LEKSHMI LEKSHMI
- MINTU TOM MBA
- 39 others

Grid of participant thumbnails:


A screenshot of a Zoom meeting grid. The grid consists of 24 participant tiles arranged in three rows. The first row has 8 tiles, the second row has 8 tiles, and the third row has 8 tiles. The participants are: Row 1: Arun Roy MBA, mintu tom, Anika Laiju MBA, Nithin Kurian (highlighted), Abhijith A, CHELSIYA SHAJI, Abhishek Joy, Ansha Gurudas. Row 2: GOVINDH N G M., Joel Joy, Apama Biju, LEKSHMI LEKSHMI, Elias Titty Zachar..., SteVin Stephan ..., Jifi Jimmy, Amruthesh Ps. Row 3: Rohith Sasi, NIJI NIJI, chandana sajeev, Vinija Kurian, Kunchacko Saji, Dr Jose Mamman, You. A chat message from Nithin Kurian is visible in the bottom left of the grid area. The Zoom control bar is at the bottom of the screen.

Arun Roy MBA	mintu tom	Anika Laiju MBA	Nithin Kurian	Abhijith A	CHELSIYA SHAJI	Abhishek Joy	Ansha Gurudas
GOVINDH N G M.	Joel Joy	Apama Biju	LEKSHMI LEKSHMI	Elias Titty Zachar...	SteVin Stephan ...	Jifi Jimmy	Amruthesh Ps
Rohith Sasi	NIJI NIJI	chandana sajeev	Vinija Kurian	Kunchacko Saji	Dr Jose Mamman	You	

**N** Nithin Kurian  
For us to get the required mentoring support and probably also get the required funding support. Okay, so the first sort of Institutional establishment, where you can get support in terms of your startup, this what's called the incubate, okay? And this incubators are usually

gky-fehi-fnr