



## **Dr. N.G.P. ARTS AND SCIENCE COLLEGE**

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

Approved by Government of Tamil Nadu and Accredited by NAAC with "A" Grade (2nd Cycle)

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# **ENTREPRENEURSHIP AS CAREER**

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**Dr. N.G.P. ASC**



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Coimbatore | Tamil Nadu | India

## STAGE 1

### Innovation

- Employability
- Skills enhancement
- Entrepreneurship

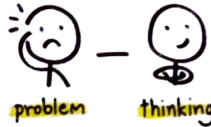


### Orientation

- Brainstorming
- Skill development
- Design thinking
- Financial resources
- Business opportunities

### Ideation

- Problem identification (Idea)
- Challenge curation
- Product concept



## STAGE 2

### Prototype

- Proof of concept
- Solution
- Minimum usable prototype tested



### Product Refinement

- Improve on existing product
- Improve on process
- Improve from customer feedback



## STAGE 3

### Startup

- Idea/ Concept
- Interaction with mentor
- Technology innovation, design and development
- Financial support
- Infrastructure and resources



### Entrepreneurship Development

- Industry connect
- Entrepreneurship Awareness Camps
- Workshops
- Hands on training
- Visit to industries
- Visit to Technology Business Incubators (TBI)
- Ideathon
- Hackathon
- IIC E-clinic
- Boot Camp



## STAGE 4

### Risk management

- Small business creation and management
- Registering a company - Legal advisor
- Money risk
- Mobilising financial resources
- Small and medium scale funding
- Bank loans
- Venture capital
- Customer and product oriented



### Customer validation

- Training
- Estimating market size
- Forecast demand
- Fix product price
- Operate business, make profit and go for growth