



SRI VENKATESWARA COLLEGE OF ENGINEERING
DEPARTMENT OF CIVIL ENGINEERING



Report of Webinar on
“Prototype Validation: Converting Prototype into a Startup”

Organised in association with
INSTITUTION INNOVATION COUNCIL (IIC – SVCE)

20.07.2021



SRI VENKATESWARA COLLEGE OF ENGINEERING
(An Autonomous Institution affiliated to Anna University, Chennai)
Pennalur, Sriperumbudur Tk – 602 117



DEPARTMENT OF CIVIL ENGINEERING

Report of the Webinar on “Prototype Validation: Converting Prototype into a Startup”

Date : Tuesday, 20 July 2021
Time : 2.30 PM to 4.00 PM
Mode : Online through Google Meet
Meeting Link: <https://meet.google.com/idg-gwca-qve>

Speaker

Mr. G. Rajamurthy

Director,
Global Institute of Foreign Trade,
Madurai, Tamilnadu, India

Convenor & Organizing Secretary

Dr.R.Kumutha, Professor & Head/Civil Engineering.

Coordinator

Mr.A.Vijay Vignesh, Assistant Professor/Civil Engineering.

Target Audience: Students and Faculty members

Number of Participants benefited: 37

UG Students : 26
Faculty : 09
Others : 02

Total No of Internal Participants – 28

Students – 20, Faculties – 07, Lab technicians – 01

Total No of External Participants – 09

Students – 06, Faculties – 02, Others – 01

BROCHURE



Sri Venkateswara
College of
Engineering



(Autonomous - Affiliated to Anna University, NAAC Accredited)
Pennalur, Sriperumbudur Tk., - 602117, Tamil Nadu

WEBINAR

Organized by

Department of Civil Engineering

in association with

IIC - SVCE Chennai (IC201810371)

on

“ Prototype Validation: Converting Prototype into a Startup ”

Resource Person



Mr. G. Rajamurthy

Director

Global Institute of Foreign Trade
Madurai, Tamilnadu, India



Mr. A. Vijay Vignesh
IIC Coordinator
Dept. of Civil Engineering

Dr. R. Kumutha
Head of the Department
Dept. of Civil Engineering



Scan QR or Click the URL to join
<https://meet.google.com/idg-gwca-qve>

svce.ac.in



PROFILE OF THE SPEAKER

Mr.G.Rajamurthy who is currently designated as the Director Global Institute of Foreign Trade Madurai, Tamilnadu, India. Mr. G. Rajamurthy, is an academic director of Global School of Foreign Trade, Madurai, Tamilnadu. He is also Vice Chairman of Export Promotion Centre (A Division of Tamil Nadu Chamber of Commerce), Chairman & Managing Director of Singai Coir's Cluster (P) Ltd and Director of Operations for Global International School. He has more than 15 years of experience in the Field of Export - Import and played a key role in establishing the India's first Coir Cluster at Singampunari, Sivagangai District, Tamilnadu. He delivered Guest Lectures in hundreds of Seminars/Conferences at National and International Level and Honoured as Chairperson for the International Conference on Intelligent Systems (ICIS-2005) conducted by Petronas University, Kualalumpur, Malaysia in 2005. He also honoured as Knowledge partner by PRIMS (Periyar University Management Studies, Salem, Tamilnadu) in sharing the knowledge of Foreign Trade to their Management Programme students. So far he has trained about 5000 Entrepreneurs in the Field of Export-Import.

BRIEF REPORT OF THE WEBINAR

Mr.A.Vijay Vignesh Assistant Professor, Department of Civil Engineering, Sri Venkateswara College of Engineering delivered the welcome address and he also introduced the speaker, Mr. G. Rajamurthy, to all the participants.

The speaker welcomed the gathering and gave a brief overview on Startup and discussed about few entrepreneurs like Rajiv Chilaka and Mark Zuckerberg. He also explained what is a product concept, Prototype, Prototype Validation, how to build a Minimum Viable Product (MVP). He listed few of his own reasons for the failure of the startups like Over-engineered products, Ignore or mis-interpret user feedback. He explained about different types of business models like Business-to-Business, Business-to-Consumer, Consumer-to-Consumer, Business-to-government, and Consumer-to-Business. He stated the role of Business Model in Technical inputs, business and economic outputs. He presented many ideas to lock in on a business model like validate by pitch-deck. He also discussed who is an Entrepreneur, why Entrepreneurship, Listed the attributes of Entrepreneurs like mental ability, Communication ability, self-confidence, Emotional stability, Functions of Entrepreneurs-Pre-operating function and operating functions. Finally he concluded his speech by saying "Develop your knowledge and skills and apply it in right place and helps in the development of the nation and make it a "Superpower" of the World as dream by Dr.Abdul Kalam"

The students and faculties from Sri Venkateswara College of Engineering also participated in this webinar on Prototype Validation: Converting Prototype into a Startup. The session was interactive, and the questions raised by the participants were answered by the speaker. The session ended with a vote of thanks delivered by Ms.R. Logeshwari, Third Year Student/ Civil Engineering. The participants also had appreciated the webinar.

SNAPSHOTS OF THE WEBINAR

REC global rajamurthy is presenting

Prototype

1. You do not always need a MVP in order to validate your idea.
 2. Interactive prototype works well
 3. Develop MVP with least effort possible
 4. Delay complexity
 5. Launch early

3:05 PM | Prototype Validation - Converting Prototype...

global rajamurthy, MATHIYAZHA..., MAHENDRA K..., Virendra Praja..., HOD CIVIL SVCE, RANJANA PRIYA..., Rohit Kumar, 31 others, You

REC global rajamurthy is presenting

Not like this...

1 2 3 4

Like that!

1 2 3 4 5

Hov... IVP

3:13 PM | Prototype Validation - Converting Prototype ...

global rajamurthy, M, 31 others, You

REC global rajamurthy is presenting

Validate by Pitch-Deck

- Force Planning in all Critical Areas
- Brief enough for feedback from Customers, Employees, Advisors, Investors, etc.

The Anatomy of the 10 Minute Pitch

3:22 PM | Prototype Validation - Converting Prototype ...

REC global rajamurthy is presenting

Facebook

Facebook - World's leading Social Networking Site (SNS)

Key Partners	Key Activities	Value Propositions	Relationships	Customer Segments
<ul style="list-style-type: none"> Hardware Partners (e.g., Intel, AMD) Software Partners (e.g., Microsoft, Oracle) Service Providers (e.g., Amazon, Google) 	<ul style="list-style-type: none"> Software Development Marketing and Advertising Customer Support 	<ul style="list-style-type: none"> Personalized News Feed Instant Messaging Video Streaming Mobile App 	<ul style="list-style-type: none"> Partnerships with Hardware and Software Companies Partnerships with Service Providers Partnerships with Content Creators 	<ul style="list-style-type: none"> Individuals Businesses Advertisers
<ul style="list-style-type: none"> Hardware (e.g., Servers, Data Centers) Software (e.g., Operating Systems, Databases) Service Providers (e.g., Cloud Services) 	<ul style="list-style-type: none"> Marketing and Advertising Customer Support 	<ul style="list-style-type: none"> Personalized News Feed Instant Messaging Video Streaming Mobile App 	<ul style="list-style-type: none"> Partnerships with Hardware and Software Companies Partnerships with Service Providers Partnerships with Content Creators 	<ul style="list-style-type: none"> Individuals Businesses Advertisers

3:28 PM | Prototype Validation - Converting Prototype ...

REC global rajamurthy is presenting

Functions of Entrepreneurs

Pre - Operating Functions

- Market Research
- Idea Generation/ Identification of Opportunities
- Business Plan Preparation
- Form of Business/ Single or Partnership
- Framing Business Objectives
- Raising Capital
- Infrastructural Development
- Human Resource planning

3:43 PM | Prototype Validation - Converting Prototype ...

LIST OF PARTICIPANTS

S.No	Name of the Participant	Name of the Institution/Industry	Category
1	Dr. R. SATHIA	Sri Venkateswara College of Engineering	Faculty
2	MATHIYAZHAGAN R	Sri Venkateswara College of Engineering	Faculty
3	Dr.VENKATESWARA RAO P	Sri Venkateswara College of Engineering	Faculty
4	RUBY FREYA	Sri Venkateswara College of Engineering	Faculty
5	K SATHYA PRIYA	Sri Venkateswara College of Engineering	Faculty
6	Dr. S. NATARAJAN	Sri Venkateswara College of Engineering	Faculty
7	HARISWARAN S	Sri Venkateswara College of Engineering	Faculty
8	S.P.KANNIYAPPAN	R.M.K. Engineering College	Faculty
9	Dr. B.VIJAYA	Dr.M.G.R.Educational & Research Institute	Faculty
10	SABARINATHAN N	SRM University	UG Student
11	AFTAB HUSSAN LASKAR	Silchar Polytechnic, Cachar	UG Student
12	BHARANIDHARAN	Sri Venkateswara College of Engineering	UG Student
13	RUKHSAR	SRM Institute of Science and Technology	UG Student
14	SIDDHARTH J U	Sri Venkateswara College of Engineering	UG Student
15	GOGULA CHEZHIYAN.N	Sri Venkateswara College of Engineering	UG Student
16	RANJANA PIRIYADHARSHINI	Sri Venkateswara College of Engineering	UG Student
17	AJAY KRISHNAMURTHY	Sri Venkateswara College of Engineering	UG Student
18	DHILIP RAJ.V	Sri Venkateswara College of Engineering	UG Student
19	AURUDRA ADISESHIAH KRISHNA	Sri Venkateswara College of Engineering	UG Student
20	RAMANAN.B.B	Sri Venkateswara College of Engineering	UG Student
21	SRILEKHA. N	Sri Venkateswara College of Engineering	UG Student
22	KEERTHI VAASAN R	MIET Engineering College	UG Student
23	KIRUTHIGA S	Shanmuganathan Engineering College	UG Student
24	KAVINSELVA P	Sri Venkateswara College of Engineering	UG Student
25	JP YOKESH	Sri Venkateswara College of Engineering	UG Student
26	S. PUVIARASU	Sri Venkateswara College of Engineering	UG Student
27	AMARAVATHY U	Sri Venkateswara College of Engineering	UG Student
28	AKASH MISHRA	Government polytechnic Bargarh	UG Student
29	V.ROHIT	Sri Venkateswara College of Engineering	UG Student
30	LOGESHWARI R	Sri Venkateswara College of Engineering	UG Student

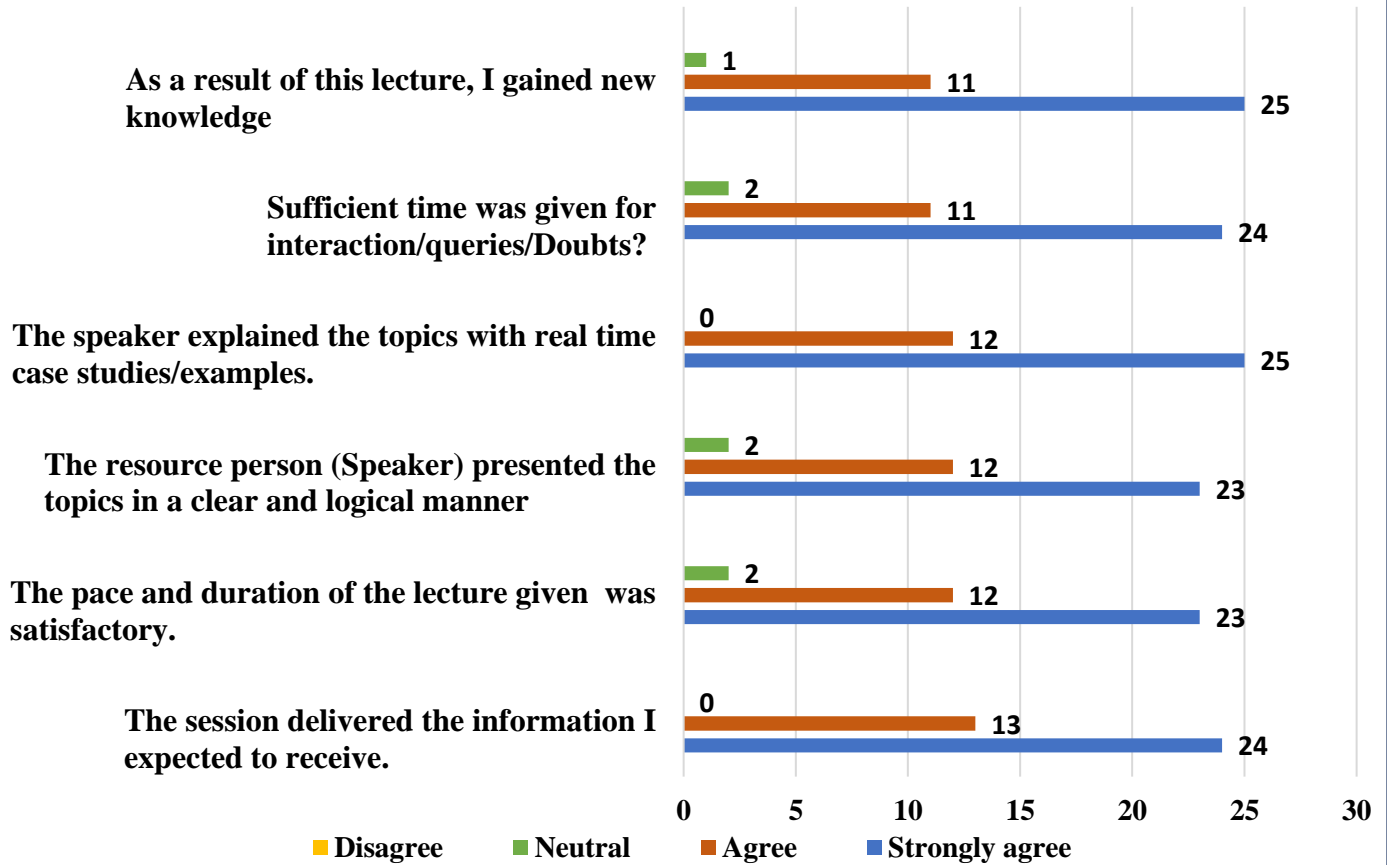
S.No	Name of the Participant	Name of the Institution/Industry	Category
31	GOPINATH A V	Sri Venkateswara College of Engineering	UG Student
32	ABISHEK	Sri Venkateswara College of Engineering	UG Student
33	CHIRANJEEVI B	Sri Venkateswara College of Engineering	Others
34	SHRUTI S	National Institute of Technology	Others
35	PREM KUMAR S	Sri Venkateswara College of Engineering	UG Student
36	JENANI MURUGAIYAN	Sri Venkateswara College of Engineering	UG Student
37	HARI PRAKASH J	Sri Venkateswara College of Engineering	UG Student

SUMMARY OF FEEDBACK

Total Number of respondents: 37				
Feedback	Strongly Agree	Agree	Neutral	Disagree
The session delivered the information I expected to receive.	24	13	0	0
The pace and duration of the lecture given was satisfactory.	23	12	2	0
The resource person (Speaker) presented the topics in a clear and logical manner	23	12	2	0
The speaker explained the topics with real time case studies/examples.	25	12	0	0
Sufficient time was given for interaction/queries/Doubts?	24	11	2	0
As a result of this lecture, I gained new knowledge	25	11	1	0

Feedback Link: <https://forms.gle/2S4a39KabJodEnzs7>

SUMMARY OF FEEDBACK



Additional comments/feedback from participants:

- It was really very knowledgeable and informative webinar



Questions **Responses** 37 Settings

37 responses



Not accepting responses

Message for respondents

This form is no longer accepting responses

Summary

Question

Individual

Who has responded?

Email

sabarinathan61098@gmail.com

ahmeddaftab@gmail.com

hariswarans@svce.ac.in

2019ce0266@svce.ac.in

rukhsarsayed98@gmail.com

2019ce0280@svce.ac.in

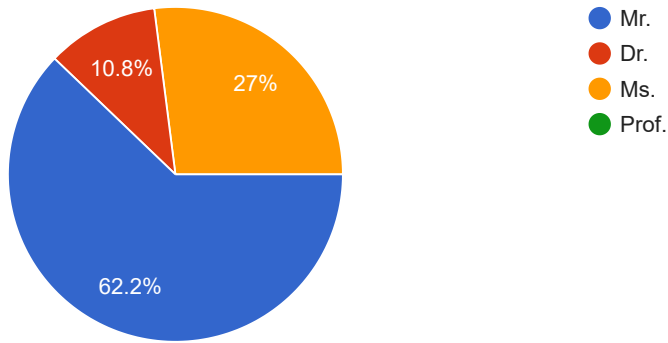
mathiyazhagan@svce.ac.in

gogulachezhiyan@gmail.com

chiranjeevi@svce.ac.in

Prefix

37 responses



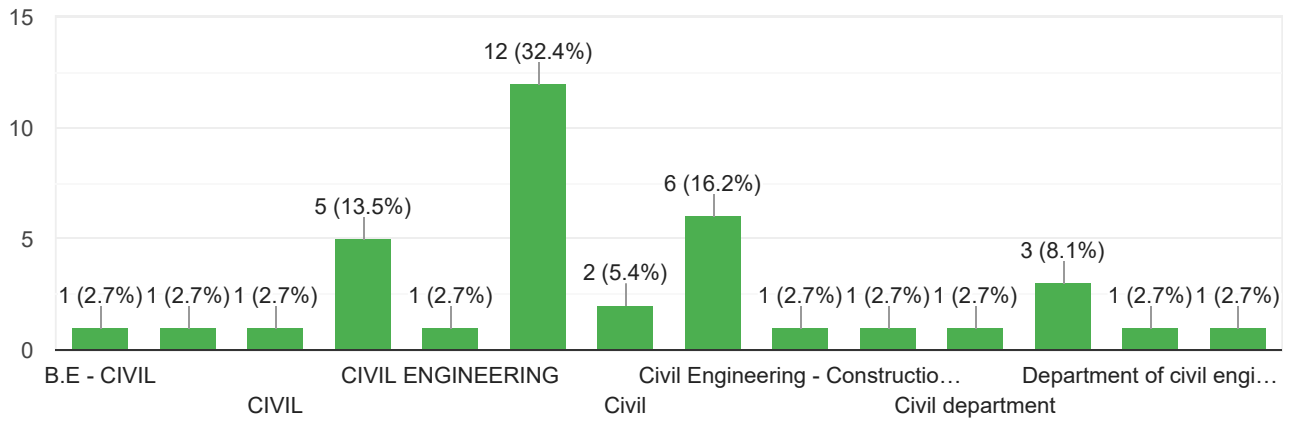
Name of the Participant (as required in E-Certificate)

37 responses

- V.Rohit
- S.Natarajan
- Dhilip raj.V
- Mathiyazhagan R
- K Sathya Priya
- Aurudra Adisheshaiah krishna
- AFTAB HUSSAN LASKAR
- KAVINSELVA P
- Dr.R.Sathia

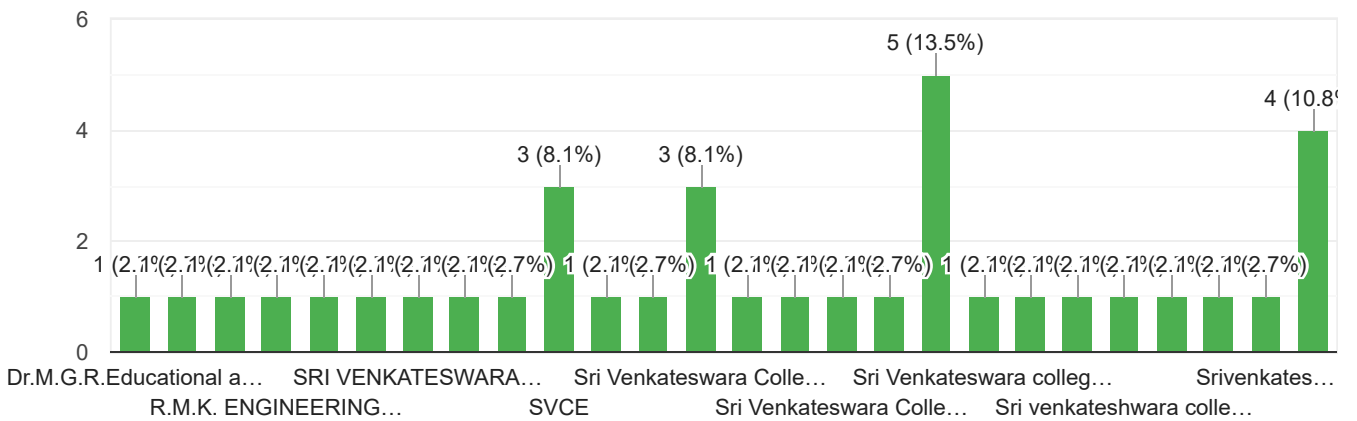
Name of the Department

37 responses



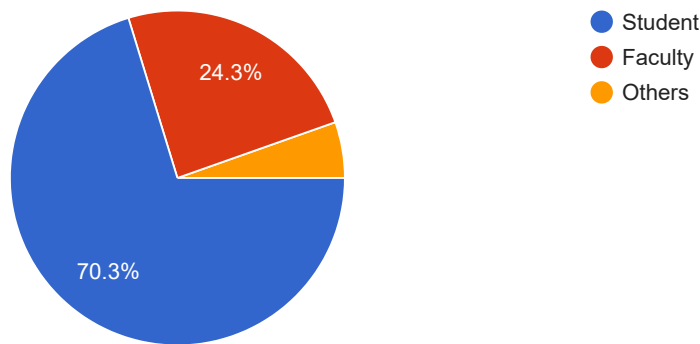
Name of the Institution/Organization/College with district

37 responses



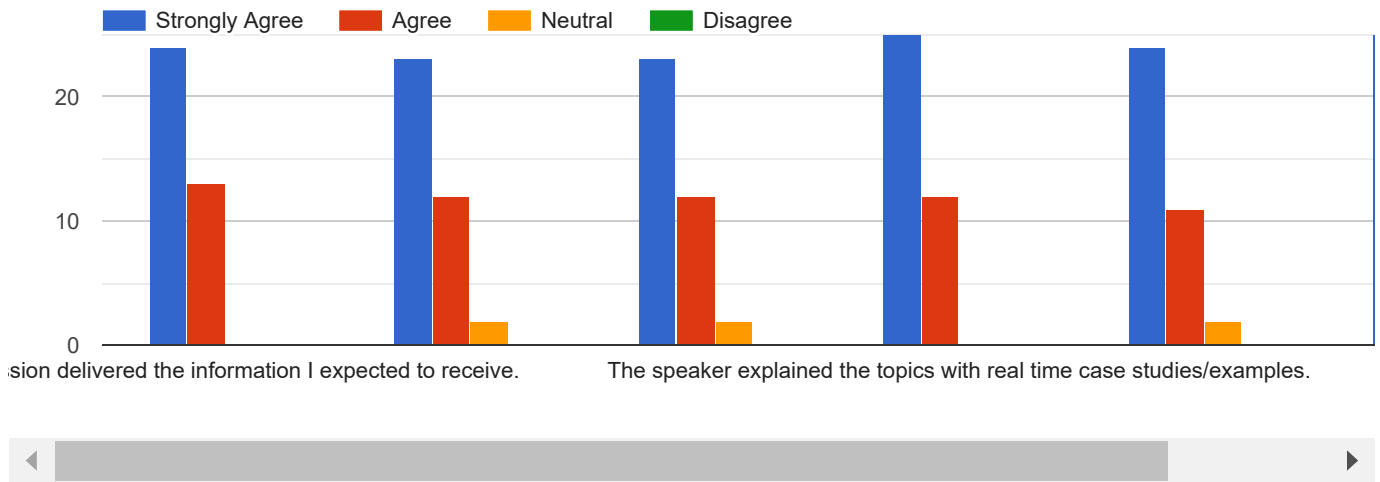
Designation

37 responses



Please rate your satisfaction with the content of the Lecture delivered by the speaker by indicating your level of agreement or disagreement with each of the following statements.

How satisfied were you with the lecture?



Overall Feedback/Suggestions about the program

32 responses

- Good
- Nil
- Nothing
- No
- Very informative
- Excellent Session
- Very useful meeting
- Very good
- Excellent

Feedback form - "Prototype Validation: Converting Prototype into a Startup"

Sri Venkateswara College of Engineering
Department of Civil Engineering & IIC-SVCE Chennai

Date: 20-07-2021 (Tuesday)
Time: 02.30 p.m. to 04.00 p.m.

Speaker:
Mr. G. Rajamurthy,
Director - Global Institute of Foreign Trade
Madurai, Tamilnadu, India

Kindly provide your valuable feedback.

Email *

2018cve0361@svce.ac.in

Prefix *

Ms. ▼

Name of the Participant (as required in E-Certificate) *

LOGESHWARI R

Name of the Department *

CIVIL ENGINEERING

Name of the Institution/Organization/College with district *

Sri Venkateswara College of Engineering, Sriperambuthur

Designation *

- Student
- Faculty
- Others

Please rate your satisfaction with the content of the Lecture delivered by the speaker by indicating your level of agreement or disagreement with each of the following statements.

How satisfied were you with the lecture? *

	Strongly Agree	Agree	Neutral	Disagree
The session delivered the information I expected to receive.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The pace and duration of the lecture given was satisfactory.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The resource person (Speaker) presented the topics in a clear and logical manner	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The speaker explained the topics with real time case studies/examples.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sufficient time was given for interaction/queries/Doubts?	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a result of this lecture, I gained new knowledge	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>


Overall Feedback/Suggestions about the program

It was really very knowledgeable and informative webinar

This form was created inside of Sri Venkateswara College of Engineering.

Google Forms


SAMPLE PARTICIPATION CERTIFICATE



**INSTITUTION'S
INNOVATION
COUNCIL**
Ministry of Education, Govt. of India

SVCE

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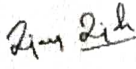


35 Years of Excellence

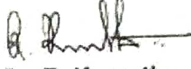
Department of Civil Engineering

The Certificate of Participation


This is to certify that **Ms. KIRUTHIGA S**
has participated in the Webinar on "Prototype Validation: Converting Prototype into a Startup"
organized by the Department of Civil Engineering, Sri Venkateswara College of Engineering &
IIC-SVCE Chennai on 20.07.2021.




Mr. A. Vijay Vignesh
Assistant Professor / Civil Engineering
IIC Dept. Coordinator




Dr. R. Kumutha
Professor & Head / Civil Engineering
Convener




Top Ranked Affiliated Institution in Tamil Nadu




5/5 Star Rated
Innovation Cell



Recognized
Incubation Center




Certified
Organization


27/7/21

Prepared by

Mr.A.Vijay Vignesh (AP/Civil Engg.)

Coordinator


27/07/2021

Approved By

Dr.R. Kumutha (HoD/Civil Engg.)

Convener & Organising secretary