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A MONTHLY MAGAZINE BY
BLOOMBOX, E-CELL KJSCE

F E B R U A R Y

8 Tips For Aspiring Student Entrepreneurs

The hullabaloo about start-ups in India for the past few years has thrust students in the biggest dilemma of their lives — whether to get a job or be an entrepreneur.

Just in case if you too belong to the confused section, we'll give you one reason on why you should take up an entrepreneurship by quoting Hugh Hefner, who once said, "Life is too short to be living somebody else's dream."

1. EXECUTION > IDEA

Do not spend too much time thinking about your idea, just start with any idea you have as it will keep evolving or will change. There is no start-up that has its core product close to its first product. As the experts say, its five per cent about the idea and 90 per cent about the execution.

2. PITCHING

Students need to be confident when they pitch their ideas, products or start-ups. The more you practice, the better you are going to be.

3. CUSTOMERS ARE THE KING

Stay as close as you can to the customer as they decide whether the product will work or no. A number of students like their products more than the customers and that is a big mistake. If customers do not like your product then you have a problem. So, it is really important for one to explain one's product and ask for feedback from consumers on their liking, pricing and whether they need it.

4. MONEY MATTERS

Try to run a start-up with your own capital or in a lean way as this can lead to complications and the investors are likely to divert the company in a direction where you don't want to be. Students think raising capital is a milestone. But, it is not! So raise capital only when you need not just for the sake of it.

5. NETWORKING

Network with the industry, other entrepreneurs and people who are not related, so that you can take their opinions. There are opportunities out there to do something different but for that people won't come to entrepreneurs, the latter will have to go to them.

6. ENJOY

Students should enjoy whatever they are doing as entrepreneurship requires dedication and it is much more than working. You will be spending 14-16 hours working, and you can stretch it, if you do enjoy it.

7. PUT A BREAK

If you realize, your start-up is falling then stop working on it as early as possible without wasting any more precious time on it.

8. FAILURE IS A STEP FORWARD

A number of students take failure personally. They starting thinking they haven't done something right but, instead, they should understand there are other circumstances too. Every time one fails, it is an opportunity to do something different. If it doesn't work, it doesn't work and it should not matter. Just stop and start something else.

Meghalaya Chief Minister Conrad K Sangma announced a corpus fund of Rs. 125 crore that will be constituted over the next two years to aid the entrepreneurs in the state.



Walmart-owned Flipkart on Thursday said it has partnered with Maharashtra Small Scale Industries Development Corporation and Maharashtra State Khadi & Village Industries Board to bring local artisans and small as well as medium businesses into the ecommerce fold.

E-sports and mobile gaming platform Mobile Premier League (MPL) announced raising \$95 million (about Rs 692.7 crore) funding from Composite Capital and Moore Strategic Ventures



The Automotive Research Association of India (ARAI) and Atal Innovation Mission (AIM)- NITI Aayog have signed a statement of intent (SOI) to boost the startup ecosystem in the mobility sector

Bharti Airtel marked its entry into advertising business with the launch of 'Airtel Ads' to enable brands to pitch consent-based and privacy-safe campaigns to over 320 million customers across its various businesses like mobile, DTH, and homes.



THE RATIO OF MEN ENTREPRENEURS TO WOMEN ENTREPRENEURS IN 2019 WAS 10:7

SEBI has informally told merchant bankers, securities lawyers and company executives that holding crypto assets could spell trouble for promoters of companies that are going through the IPO process.

Unacademy signs up Sachin Tendulkar for sports learning content, masterclasses



PEOPLE TEND TO SEE MORE OPPORTUNITIES TO START A VENTURE IN DEVELOPED COUNTRIES THAN IN DEVELOPED COUNTRIES



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