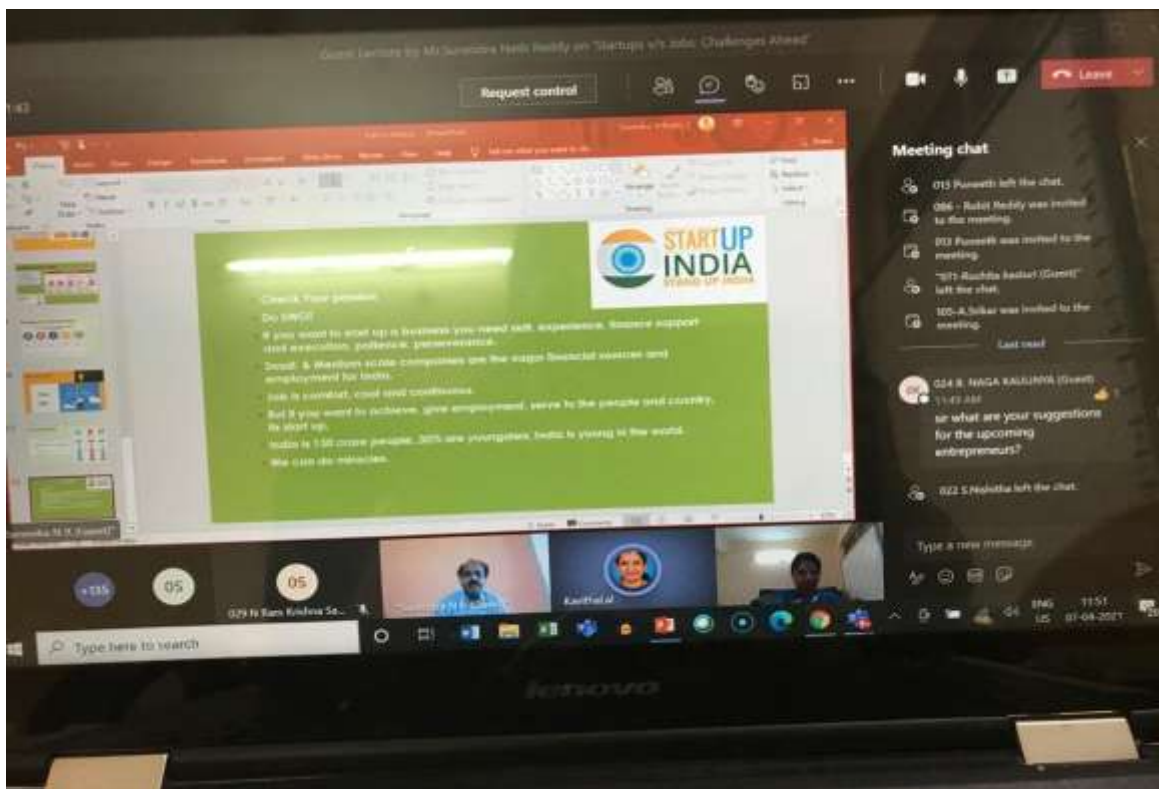


CLINNOVO: REPORT ON GUEST LECTURE ON 'STARTUPS V/S JOBS: CHALLENGES AHEAD'

An online guest lecture was organized by the Dept. of Management Studies on the 7th of April, 2021 through Microsoft Teams. Mr.C.Surendra Nath Reddy, CEO and MD, Clinnovo Research Labs and Fresh & Safe Pvt. Ltd. delivered the lecture from 11.00 am to around 12.15.pm. He explained about jobs in startups v/s jobs in corporates and freelance jobs. He spoke about the Startup curve and the pros and cons of a job in a Startup and a job in an MNC.

He said that the Startup India and standup India initiatives have positively changed the business scenario in India. He also elaborately spoke about the sources of funds for Startup companies.

There were a total of 145 students who joined the guest lecture. Faculty members Dr.Y.Madhuri Srinivas and Dr.Kavitha Lal were present during the guest lecture.



01:04:54

Event organized by the Government Public Facility and Startups in India, Challenges Panel

Request control

Zoom meeting controls: Mute, Video, Chat, Share Screen, Stop Video, End Meeting, Leave

Funding Sources & Steps

- Self-funding
- Venture Capitalists
- Angel investment

Seed Funding from the Government for the Start-ups

Top funding sources

Angel investments are the top source of funding and were almost double for future rounds.

Funding Source	Percentage
Angel investors	44%
Friends and family	29%
Corporate VCs	22%
Public and private institutions	12%
US VCs	44%

44% Angel
44% Series A
16% Commercial

Participant avatars: +12, DG, N, AS, OS, OS, NY

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System tray: Windows taskbar with various application icons

Zoom Meeting

Guest Lecture by Mr.Surendra Nath Reddy on 'Startups v/s Jobs: Challenges Ahead'

01:01:49

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Business Startup
INFOGRAPHIC OF PROCESSES

1 IDEA 2 START 3 WORK 4 ANALYSIS 5 GOAL

Research

Surendra N R (Guest)

137 DG N AS 05 05 MY

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11:31 AM 07-04-2021

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Guest Lecture by Mr.Surendra Nath Reddy on 'Startups v/s Jobs: Challenges Ahead'

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Marketing your Products/Services

Five steps to create an effective marketing plan for your startup

1 Set key strategic objectives 2 Find key target personas 3 Define value proposition 4 Deploy best marketing tactics 5 Execute, measure and monitor

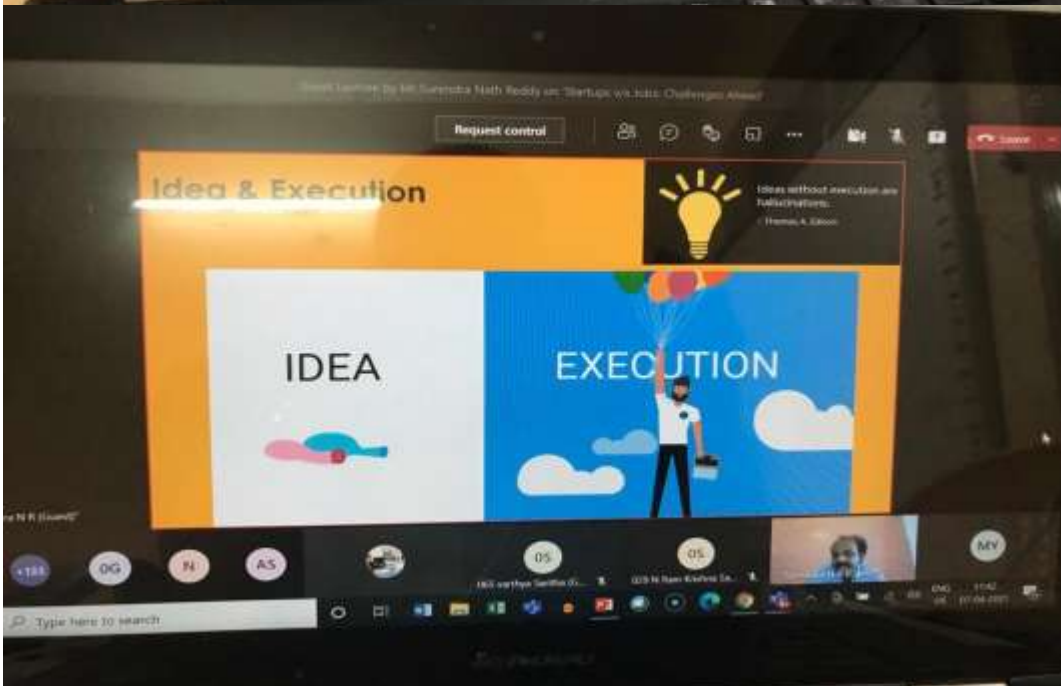
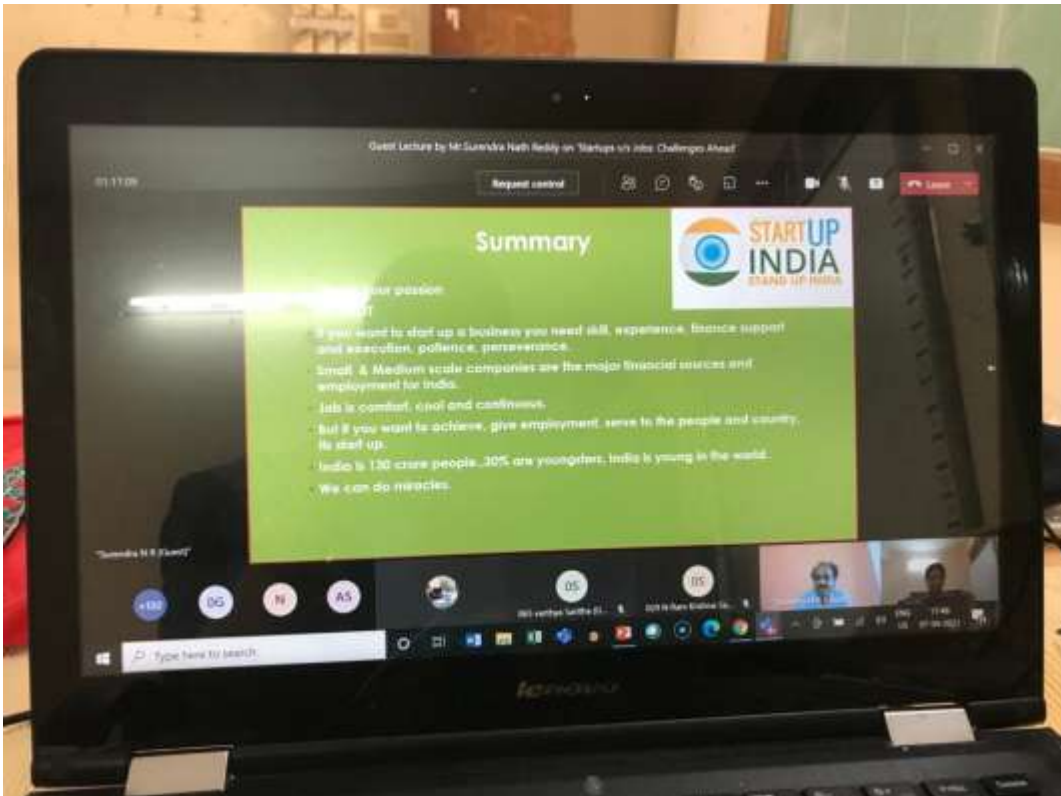
Surendra N R (Guest)

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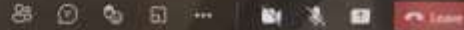
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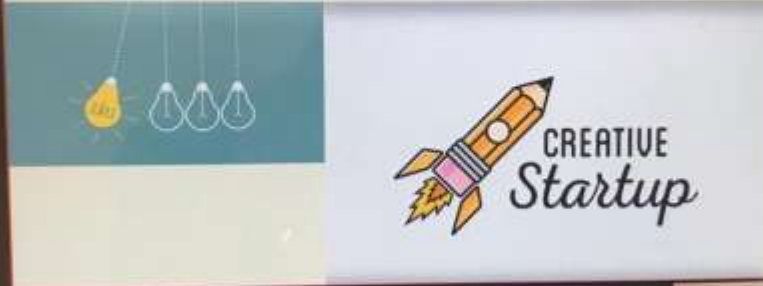


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Start Up

A startup is a young company founded by one or more entrepreneurs to develop a unique product or service. By its nature, the typical startup tends to be a shoestring operation, with initial funding from the founders or their friends and families.



Guest



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