

Report on Guest Lecture on Idea Generation

On 25th November 2021 the department of management studies conducted a guest lecture on 'Idea Generation ', for MBA and BBA students. The guest lecture was given by Mr. Anmol Garg an entrepreneur, CEO of Algo Flint Technologies Pvt. Ltd, Founder of HawURL and ExpertHippo. He spoke about his own entrepreneurial journey, provided us with insights from his personal experience.

Mr. Anmol's suggestion for generating an idea is to find a real problem, having a Real Problem Statement is crucial for its long-term survival. Secondly, start Problem Solving systematically and figure out a way to make money out of this solution. For this he mentioned that its very important to build an 'A Team'. He suggested that one should personally spend time while choosing the members of his/her team during the growth stage of the start-up. During this trial-and-error process, Hire and Fire your Employees until you create the best team. The next suggestion Mr. Anmol had for us was to Make a Move quickly and do not over plan. By Analysing your idea for too long, you would never be satisfied enough to execute it and by the time one executes it, its too late. Test your idea before going big. According to his personal experience he suggested that its ideal to look for 10 actual customers, other than family and friends, if one can find minimum if 10 such customers, then one can assume that the idea generation was a success. He also suggested that before making any decisions always analyse few key factors such as customers experience or even SWOT analysis. Last but not the least Mr. Anmol spoke about the importance of mental health and the stress that every entrepreneur has to face. He believes that having your loved ones, family and friends is a great support system which would help you to keep going.

This Guest Lecture was very inspirational and insightful to all of us, as we learnt about the success story of an entrepreneur, Mr. Anmol Garg. His ideas and suggestions were simple and sweet, easy to follow and remember. It was an interactive session, and we were motivated by his experience.

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Archana G Anmol (Guest) JS BHA. 067 S.N. AV

My Journey

Entrepreneurship is a rollercoaster ride!

Anmol (Guest)

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Starting Up Idea!

- Look for problems around you.
- Find a solution to those problems.
- Figure out how you can make money out of it.
- Build an "A" team
- Hire Fast, Fire **Faster**



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