



Strategy for Startups Webinar Series

As a part of the “Azadi Ka Amrit Mahotsav” celebrations, with an objective to guide start-ups on how to strategize in decision making related to customers, technologies, identity, and market to grow in a competitive space. A Webinar Series on “**Strategy for Startups**” was organized by the **Agri. & Food Business Incubator**, College of Food Processing Technology & Bio-energy, AAU, Anand from 18th to 21st June 2022.

The series was organized under the guidance and support of **Dr. Samit Dutta**, Dean, College of FPT&BE & **Dr. H. Pandey**, Co-PI, RKVY R-ABI, AAU.

The program was initiated with the welcome address by **Mr. Nikunj Soni**, Asstt. Manager, Agri. & Food Business incubator, he briefed the entrepreneurs on importance of this four-day webinar series and highlighted that it will provide insights on evaluating the core choices that #Agrifood entrepreneurs needs to make as they translate their ideas into reality and startup will also learn how to position their products for competitive advantage.

4 distinguished expert speakers delivered talks on the various business strategies for startups in the #Agrifood sector.

Dr. Santosh Sharma, CEO of Foresee Aviation Pvt. Ltd & Founder of BookMyJet.com, Shared his experience of building multiple companies Guided participants on “How to Build a Brand, and Position it for success”

Dr. Dinesh Jain, Faculty at Entrepreneurship Development Institute of India, Guided participants on “Sales and Distribution Strategy for Agrifood Startups.”

Dr. Senhal Desai, Author of the Book, Paradox of Talent, Deliver a talk on ‘Go-to Market Strategy and Partnerships for Agrifood Startups’

Dr. Nakul Parameswar, Faculty at IIT, Hyderabad., Conducted an interactive workshop on ‘Competitive Strategy & alliances for Startups’.

The poster is titled "STRATEGY FOR STARTUPS WEBINAR SERIES" and is dated "18-21 JUNE 3:00 PM ONWARDS". It features the logos of AAU, the National Institute of Entrepreneurship Development, StartUp, and SSIP. The text describes the four-day webinar series as providing insights on evaluating core choices for agrifood entrepreneurs. It lists four speakers: Mr. Santosh Sharma (CEO, Foresee Aviation Pvt Ltd), Dr. Dinesh Jain (Faculty, Entrepreneurship Development Institute of India), Dr. Senhal Desai (Author, Paradox of Talent), and Dr. Nakul Parameswar (Faculty, IIT Hyderabad). The poster also lists insights such as #Building a Brand, #Competitive Strategy, #Go-to-Market Strategy, #Building Strategic Alliances, and #Sales & Distribution Strategy. It provides the registration website www.AAUincubator.in and the contact information for Anand Agricultural University, Anand, Gujarat - 388 110. Social media icons for LinkedIn, Twitter, and Facebook are shown along with a QR code.

Total 125+ budding entrepreneurs and early-stage start-ups from agriculture & allied sectors attended the webinar series. A vote of thanks was expressed by Mr. Harsh Zalavadiya, Business Executive, Agri. & Food Business Incubator, AAU.

Here are some glimpses of the webinar series;

Glimpses of **Strategy for Startups** Webinar Series

