



## **Atharva Institute of Management Studies**

### **Activity / Event report**

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#### **ACTIVITY / EVENT REPORT**

*(Based on “Project Friday – 5th December 2025”)*

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#### **Name of Event / Title**

**Project Friday – Guest Session on “Startup Sense: Decoding the Market”**

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#### **Resource Person**

Mr. Nisant Mohta

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#### **Organization**

Startup & Entrepreneurship Ecosystem Expert *(as per session introduction)*

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#### **Designation**

Guest Speaker / Startup Mentor

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#### **Date(s) of Conduction**

5th December 2025

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#### **Class / Sem**

MMS – Class A & Class B

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#### **Faculty Coordinator**

Dr. Komal Ahuja

Dr, Swati Aggrawal

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#### **Student Coordinator / Committee**

## DESCRIPTION

The Project Friday session held on 5th December 2025 was a combined learning engagement for MMS Class A and Class B.

The guest session titled “Startup Sense: Decoding the Market” was delivered by Mr. Nisant Mohta, who guided students through the fundamentals of market understanding, entrepreneurship mindset, and real-world startup challenges.

The session covered:

- Financial literacy for youth
- Business Model Canvas
- Hypothesis testing
- Alpha testing
- MVP development
- Market decoding as a continuous process

The event focused on making students industry-ready by exposing them to practical, actionable frameworks used in the startup ecosystem.

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## Objectives

- To introduce students to core principles of financial literacy and money management.
  - To help students understand the Business Model Canvas as a strategic tool.
  - To explain the role of assumption validation and hypothesis testing in startups.
  - To familiarise students with Alpha Testing and early-stage product refinement.
  - To highlight the importance of launching an MVP for market learning.
  - To enhance students' understanding of market dynamics and customer needs.
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## Key Takeaways

- Savings must be invested strategically to create long-term wealth.
  - A startup must be visualized on one page using the Business Model Canvas before execution.
  - Entrepreneurs must test assumptions early to avoid financial and operational risks.
  - Alpha testing helps refine the product with a trusted user group before public launch.
  - An MVP allows startups to enter the market quickly and learn from real users.
  - Market decoding is an ongoing activity — continuous feedback = continuous improvement.
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## Learning Outcomes

Students were able to:

- Understand how financial literacy influences entrepreneurial success.
  - Apply the Business Model Canvas to evaluate a business idea.
  - Identify assumptions and test hypotheses using small experiments.
  - Recognize the importance of early product testing and MVPs.
  - Analyse customer needs and market gaps effectively.
  - Develop a structured mindset toward product development and startup strategy.
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## Profile of Resource Person

### Mr. Nisant Mohta

A seasoned speaker and startup mentor with expertise in entrepreneurship, market analysis, and business model development. He provides strategic guidance to early-stage founders and is known for simplifying complex startup concepts for youth and aspiring entrepreneurs.

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## Communication with Resource Person

*(Attach screenshot of email/WhatsApp if available)*

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## Flyer of the Event

(Attach institution flyer here)

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## Geo-Tagged Photos



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## EVENT REPORT PREPARED BY:

Divya – Bike 05

Chris Dsouza B-10

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## Verified By:

Dr. Komal Ahuja

Dr. Swati Aggrawal

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## Submitted To:

Atharva Institute of Management Studies

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