

7. ECell Event: #11

Resource Person: Mr. Parth Sharma, Co-founder & CEO – The BabyBo

Held on 12.03.2022 (Online mode)

Name of Event: E- Cell guest session

Date of Conduction: 12th March 2022

Class/Semester: PGDM/MMS Batch 2021-2023

No. of Students & Faculty:

Faculty Coordinator: Prof. Gaanyesh Kulkarni

Student Coordinator/Committee:

Resource Person: Mr. Parth Sharma

Organization: THEBABYBO- Mystory Ventures Pvt. Ltd.

Designation: Co-Founder & CEO

Description: Our today's event started by seeking blessing from lord Ganesh and lighting of the lamp followed by our anchors Ms. Shefali and Mr. Kunal welcoming everyone to the 12th episode of the E-Cell. Then we moved forward and introduced our guest speaker Mr. Parth Sharma handing over the space to him.

Mr. Parth Sharma began his session by giving us insights about his first start up experience at the age of 18 where he worked for Mr. Prabhas Dey. He continued with giving an example about IPod by Apple which came in as a new innovation in the era of Walkman. He shared a very valuable tip with everyone that "Everyone in college life must have tasted start up culture."

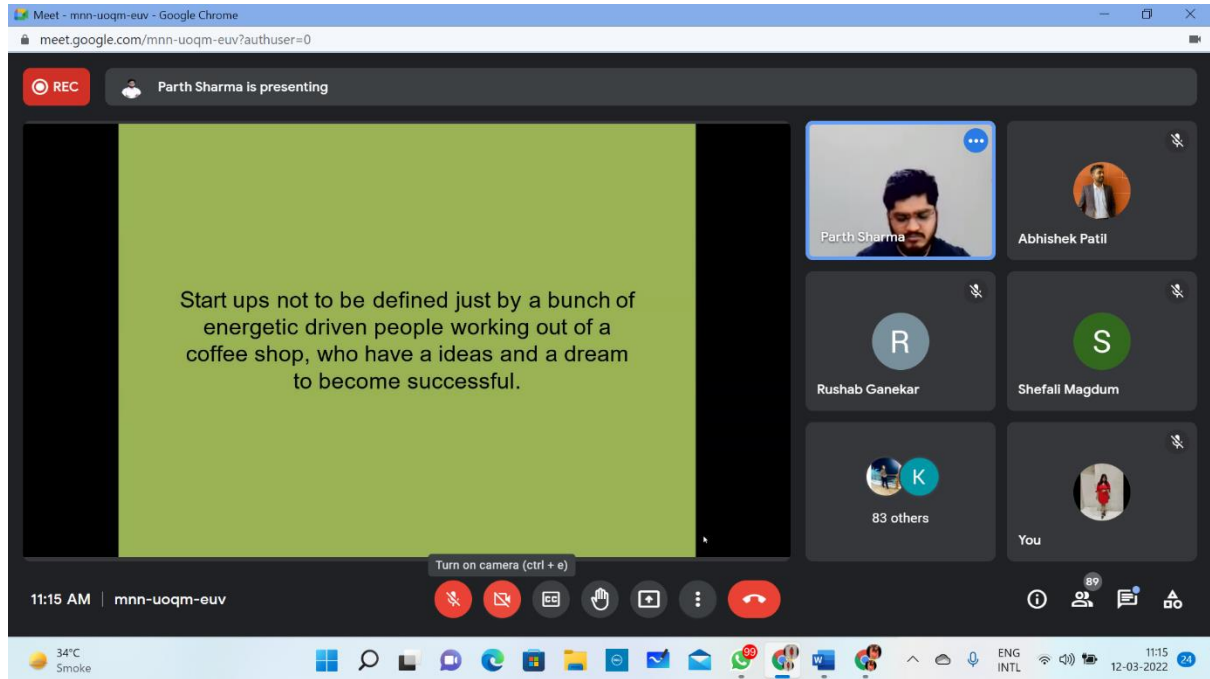
Then he shared his personal experience that while he was working on BabyBoo he had visit 1000's of hospitals in order to get a better understanding about the requirements of a new born.

He further added that there are 3 major segments which need to take care of while developing a startup which are team, idea and research and development. After fulfilling these requirements, we can move on to other aspects like MVP, website designing, organic marketing, feedback generation etc.

By help of a power point presentation he explained designing of a product, following a proper system, and scalability of the business. He quoted a very important line that is "Start-up not to be defined just by a bunch of energetic people working out of a coffee shop who have a idea and a dream to be successful."

Succeeding this was our Question & Answer round where the students asked him various questions about his journey, challenges faced by him which were beautifully answered by him.

Concluding the session, he said that, competition will always prevail in market. Working in a startup will enhance our knowledge and make us a better matured version of ourselves. Consequently, our anchors gave the vote of thanks thereby ending the session.



Event Report prepared by: Ms. Romana Shaikh, Student, MMS

Verified by: Prof. Gaanyesh Kulkarni, HOD, Marketing.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies and Dr. Harshita Kumar, Director, Atharva School of Business.

Live session was initiated by Sonali Tiwari.

Hosting was done by Sonali Tiwari and Shefali Magdum.

This event was conducted under the guidance of Prof. Gaanyesh Kulkarni.