



# RAJARAJESWARI COLLEGE OF ENGINEERING

Approved by AICTE, New Delhi.

Affiliated to Visvesvaraya Technological University, Belagavi

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## Department of Management Studies

1. TYPE OF EVENT : Expert Lecture
2. TITLE OF THE EVENT : **Webinar on Problem Discovery for Medical innovation**
3. RESOURCE PERSON : **Dr. G Vinoth, B.E, M.S, Ph.D(USA)**
4. EVENT DURATION : 26-07-2022 (10:45 AM TO 1:15 PM)
  
5. VENUE : virtual mode
6. INVITATION FOR : 1<sup>st</sup> year MBA students
7. TARGET PARTICIPANTS : 1<sup>st</sup> year MBA students
8. OUTCOME OF THE PROGRAM:
  - ❖ Provide Knowledge and information on innovation in health care
  - ❖ Know the importance of innovation in health care
  - ❖ Acquire knowledge to commercialize the medical innovation in market
  - ❖ Enhance the confidence of the student by giving tips to improve the entrepreneurship skills.
  - ❖ Motivated the students to start business by their own and provide lot of employment opportunity to others



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## Invitation



A Unit of RajaRajeswari Group of Institutions  
**RAJARAJESWARI COLLEGE OF ENGINEERING**  
BENGALURU, KARNATAKA.





**Department of Management Studies &  
Computer Applications**

**&**

**RajaRajeswari Institution Innovation Council**

**Jointly Organizes**

**Topic**

**Problem Discovery for Medical  
Innovation**

**Date :**  
26-07-2022

**Resource Persons:**

**Dr. G. Vinoth** B.E., M.S.Ph.D(USA)  
Start up Venture Designer,  
Pongu Ventures

**Mrs. B. Preethi** B.E.M.S (USA)  
Start up Consultant & Mentor  
Pongu Ventures

**Time:**  
11:00 AM to  
12:30 PM



<https://meet.google.com/ooz-aqaj-fgp>

**Organizing Committee**

<b>Dr. T. Chandrashekar</b> <b>Principal</b>	<b>Dr. J. Amutharaj</b> <b>President - RRIIC</b>	<b>Dr. N. Muthukumar</b> <b>Hod - MBA</b>
	<b>Dr. Neha Singhal</b> <b>Hod -MCA</b>	

**Staff coordinators**

Mrs. Sowmya G <b>AP-MBA</b>	Mrs. Manasa <b>AP-MBA</b>	Mrs. Deepa K R <b>AP-MCA</b>
	Mrs. Priyanka V <b>AP-MCA</b>	

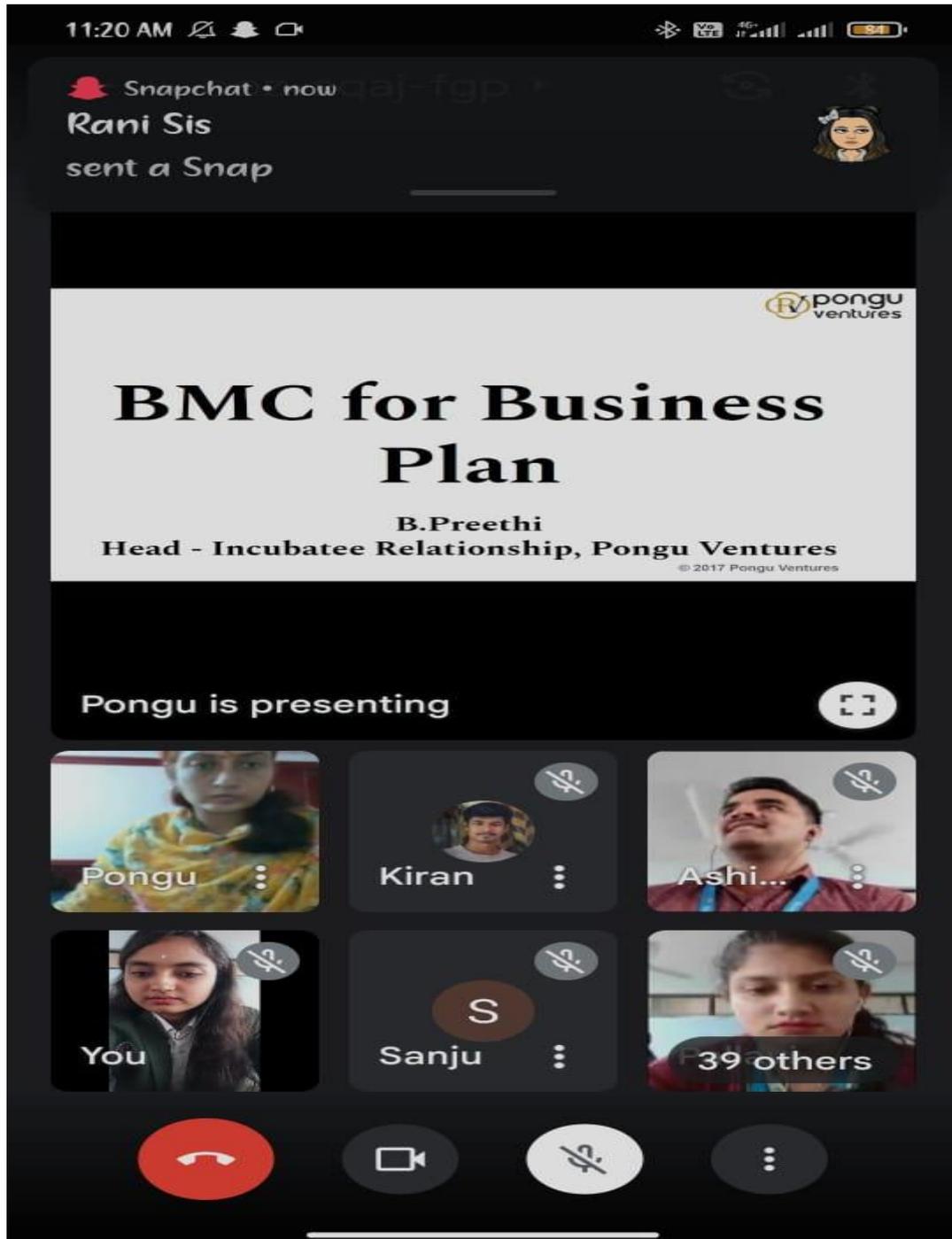


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## Photo Gallery





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← ooz-aqaj-fgp ▶

## Contents of a Business Plan

1. Business Name, Tagline and Logo
2. Elevator Pitch
3. Team
4. Problem
5. Solution
6. Product and Technology
7. Traction
8. Key Metrics
9. Milestones
10. Market Size
11. Target Market
12. Competition
13. Competitive Advantage
14. Market Share
15. Marketing Strategy
16. Business Model
17. Financials Summary
18. Existing Investors
19. Funding Requirements
20. Exit Strategy

[www.planprojections.com](http://www.planprojections.com)

Pongu is presenting

Pongu

Kiran

minamanuru chamanthi rameshchowdary joined

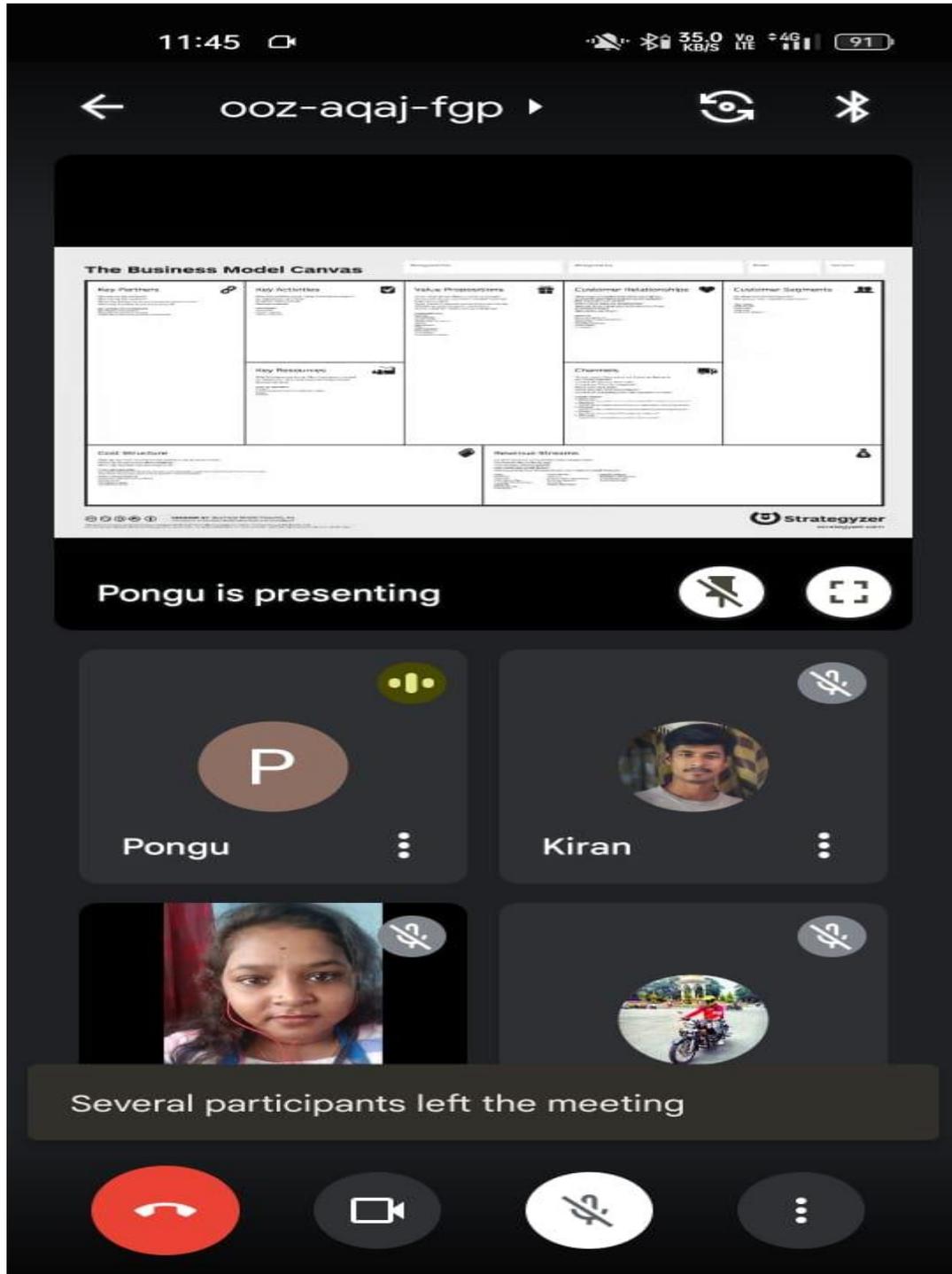
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