

## **Start-up Workshop at BBD University in Collaboration with LMA**

BBD University in collaboration with Lucknow Management Association (LMA), organized a workshop on start-ups for management and engineering students at BBD campus on 23<sup>rd</sup> January 2018. The Guest speaker on the occasion, Mr. Kumar Ranjan, Managing Director, LEADS has been a driving force in steering forward the start-up ecosystem in Uttar Pradesh.

Mr. Ranjan has won many accolades all along the way beginning at the age of 15 when he was awarded as the child scientist of Uttar Pradesh by National Children Science Congress (NCSC), 2006. During his graduation in Mechanical Engineering at Manipal Institute of Technology, he was one of the core team members of FSAE (Formula Student Society of Automotive Engineers) which represented India at Germany, Czech Republic and Austria. He has authored a number of research papers published in reputed national and international journals and initiated several projects like Project MANAS to build autonomous cars and a project on data analytics with Gramaner- a company founded by global leaders.

Mr. Ranjan briefed the students on how to make a perfect business plan through the case study from his previous company. He emphasized on the process of ideation and strategy formulation as key focus areas to build a successful start-up. The lecture was followed by a workshop which gave a unique platform to the students to present their pitch decks and a chance to the best idea to get funded by top venture capitalists in the country.

The workshop was helpful to the students and a motivation for budding entrepreneurs.

