

**“Start-ups and entrepreneurship was new terms at that time
but now it is all over the place”**



- Says, Mr. Arvinth Naidu, on a session conducted by Institution's Innovation Council Cell of SDNB Vaishnav College on the topic "Angel Investment/VC Funding opportunity for early stage entrepreneurs. Mr. Arvinth Naidu is a marketing Strategist and an internal partner for a lot of well-known brands such as Sunland Sunflower Oil, KTV Health, Anjappar, etc. He is also a brainchild of Chai Kings - a popular food outlet brand. Now-a-days students are encourages and guided to mould into entrepreneurs at early stage itself, one such example is this eye-opening session. A lot of webinars, workshops, and courses are available for college students on product development, funding for start-ups, idea

pitching, management of start-ups etc. Mr. Arvinth Naidu highlighted points on Angel Investors, VC Funding, a lot more topics on funding for Start-ups. He mentioned a case study of high end corporates such as SWIGGY and OLA on their investment techniques, pitching idea and their exit analysis. "It takes a single idea to implement" Mr. Arvinth Naidu says they enjoyed and feel inspired when Mr. Naidu shared the success story of Chai King. There were also Q & A session conducted at the end, where student engaged with MR. Naidu very actively by asking a lot of questions.



To question "What makes a start-up stay longer in the industry" - asked by a student in the session, Mr. Arvinth Naidu answers - "Competitor Analysis, an start-up who spend their time in competitors' analysis can withhold the pressure, identify the USP and pain points, therefore they can stay positively longer in the industry.