BASAVESHWAR ENGINEERING COLLEGE (AUTONOMOUS) BAGALKOT

New Age Incubation Network (NAIN)

**In Association with KITS- Karnataka Innovation & Technology Society,
Dept of IT, BT and S&T, Govt. of Karnataka**

Report on Pre-Hackathon 1

KBITS, Govt of Karnataka in association with "YOURSTORY" had conducted one day Pre-Hack 1 workshop at Basaveshwar Engineering College, Bagalkot on 14.11.2016.As per the schedule event started at 10 A.M at Multimedia Seminar hall. 85 students of different departments had participated in the workshop. Prof. P.V.Kulkarni gave the welcome speech and presented bouquets to resource persons. Mr.Alok Introduced YOURSTORY team members.

Sessions were as follows:

1. First session: Startup Strategies: Differentiating ideas from Opportunities
By: Dr.Madanmohan Rao, Author, consultant and research director, emerging technologies

Topics covered:
- Indian startup companies
- Startup lifecycle.
- Discussed the difference between idea & opportunity.
- How to generate an idea and implement into reality.

2. **Second session:** Eventosaur

By: Tejovanth N, CTO, Eventosaur

Topics covered:

- Case studies of different startups.
- Shared his experiences about startup companies.

3. Third session: What is SEO and how to use it for business?

By: Chinmay Naik, Digital marketing, Creo

Topics covered: Marketing, building business model.

In the afternoon session Mr. Alok and Dr. Madamohan Rao conducted a group activity, where students need to come with an idea and design a business model. During three hour of session all students with team of three members worked on their idea, designed a business model. At the end of the day all teams pitched their ideas, problem along with solution. Best three ideas were awarded by Dr. Madanmohan with "YOURSTORY" books.

The workshop concluded with group photo at 6.00 PM.