



PSG INSTITUTE OF TECHNOLOGY AND APPLIED RESEARCH

Neelambur, Coimbatore – 641062

ENTREPRENEURSHIP DEVELOPMENT CELL

(LAUNCHPAD – STARTUP ZONE)

Program Report



The **Entrepreneurship Development Cell** in association with **Wadhvani Foundation** has organized a 3 days Boot camp for 200 students from **25.03.2026 to 27.03.2026** to foster the Entrepreneurial culture in our Institution. iTech Ideathon shortlisted students and E-club student member have participated.

The boot camp covered various stages of the entrepreneurial journey, beginning with identifying real-world problems and recognizing business opportunities. Participants were introduced to the concepts of design thinking, customer discovery, market research, value proposition development, and business model creation. Through case studies, simulations, and group activities, the sessions encouraged creative thinking, critical analysis, teamwork, and effective decision-making. The experiential learning approach helped participants understand how successful startups validate ideas before launching products or services.

One of the major highlights of the program was the emphasis on innovation and startup development. Experts from academia, industry, and the startup ecosystem shared valuable insights on business planning, financial feasibility, risk assessment, marketing strategies, and funding opportunities. Participants learned the importance of developing a Minimum Viable Product (MVP), understanding customer needs, and refining business ideas through continuous feedback. The sessions also emphasized leadership qualities, communication skills, resilience, and ethical entrepreneurship, which are essential for building successful enterprises.