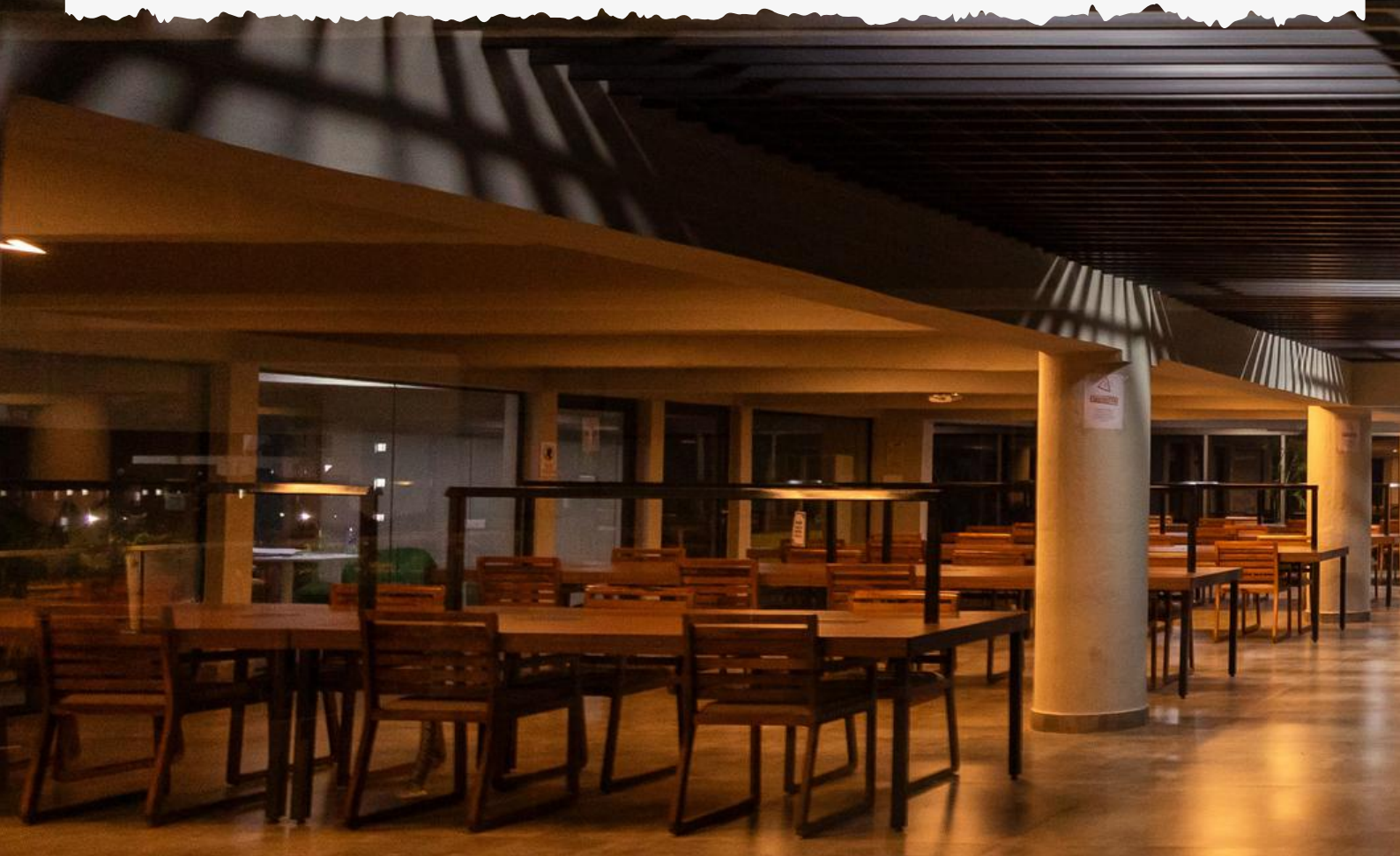


**JUNE** Edition of  
**LaunchpadX**  
Trade Tower's Monthly Newsletter



# MAY 2024 NEWSLETTER

Trade Tower a start-up incubator, accelerator which provides opportunity to aspiring entrepreneurs in kickstarting their journey & developing their business plans. We at Trade Tower accept viable and sustainable business ideas from students of woxsen, guide them in their journey to become a feasible, stable, and a future unicorn company.



# Message

-From



*As the chancellor of Woxsen university, I am proud to introduce the Woxsen Trade Tower , a visionary initiative to foster entrepreneurial growth within our academic community. At Woxsen, we believe in creating a sustainable ecosystem where students driven by innovative ideas, Gain access to this remarkable facility.*

~ **Mr.Praveen K Pula**

Founder,  
Woxsen University

*At Woxsen, we're not just an institute; we're a dynamic hub of innovation, collaboration, and entrepreneurial spirit. The Trade Tower stands as a testament to our commitment to nurturing the next generation of business leaders and visionaries*

~ **Dr. Raul Rodriguez**

Vice-President,  
Woxsen University



*Trade Tower is a cradle of creativity, a hub where ideas are not just born but are nurtured, cultivated, and transformed into thriving businesses that shape the future. It's not just about providing office space; it's about fostering an environment where budding entrepreneurs can thrive.*

~ **Dr. Daya Shankar**

Dean - School of Science,  
Head - Trade Tower,  
Woxsen University

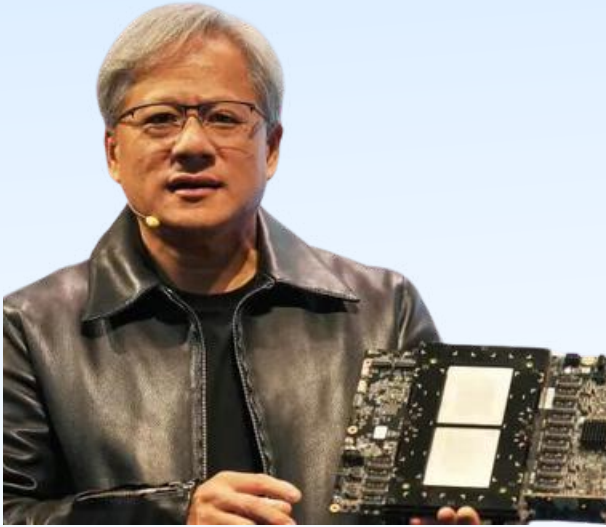


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# CORPORATE CURRENTS

## [NVIDIA'S CEO CO-FOUNDED HIS \\$2 TRILLION COMPANY AT A DENNY'S BREAKFAST BOOTH](#)



Nvidia's CEO, Jensen Huang, launched the tech behemoth at a San Jose Denny's in 1993 with two friends. Despite initial setbacks, like a failed chip in 1995, Huang's perseverance and vision drove Nvidia to innovate. Their breakthrough came with the RIVA 128 chip in 1997, propelling Nvidia into commercial success. Today, the company is valued at \$2.22 trillion, a testament to Huang's dedication and foresight.

## [AMAZON'S STARTUP ACCELERATOR 'PROPEL' AIMS TO HELP 50 INDIAN STARTUPS GO GLOBAL IN 2024](#)

Amazon launches Propel Season 4, aiming to propel 50 Indian startups globally in 2024. The program assists early-stage consumer startups in international expansion. Entries open from May 14 to June 14, 2024, offering rewards exceeding \$1.5 million, including AWS credits. This aligns with Amazon's goal to enable \$20 billion in e-commerce exports from India by 2025.



## ["DELHI HIGH COURT GRANTS SPICEJET EXTENSION TO RETURN LEASED ASSETS"](#)

The Delhi HC extended SpiceJet's deadline by three weeks to return leased assets to TWC Aviation. SpiceJet must now return two Boeing aircraft and three engines by June 17. The court rejected SpiceJet's challenge, citing substantial dues and misuse of assets. The airline's plea for time due to operational needs was noted, with a proposed \$50,000 weekly payment to settle \$14 million in dues.



## "STARBUCKS INDIA: FY24 REVENUE UP 12%, LOSS WIDENS TO ₹81 CRORE"

Tata Starbucks Pvt Ltd saw a 12% revenue increase to ₹1,218 crore in FY24, but losses widened to ₹81 crore. The coffee chain opened a record 95 new stores despite subdued same-store sales growth. It aims to reach 1,000 stores in India by 2028, doubling its workforce and expanding into smaller towns. India's coffee market, worth \$0.5 billion in 2023, is projected to grow at a CAGR of 9.2% until 2028.



## EMIRATES EMPLOYEES TO RECEIVE BONUS OF FIVE MONTHS SALARY



Emirates celebrates its exceptional fiscal year by granting its workforce a generous bonus equivalent to 20 weeks of pay, totaling over 100,000 employees. With a record profit of \$4.7 billion, marking a remarkable 63% increase, the Dubai-based airline reinforces its commitment to employee welfare. The bonus, received in May, follows a 10% workforce expansion, highlighting Emirates' ongoing investment in talent acquisition and retention. Last year, the airline awarded a similar bonus worth 24 weeks of salary.

## AS TRAVEL REBOUNDS, OYO CHECKS IN ITS FIRST FULL-YEAR NET PROFIT

Oyo achieves its first-ever full-year net profit, marking a significant milestone in its 12-year history amidst a travel resurgence. Founder Ritesh Agarwal announces a nearly ₹100 crore profit for 2023-24, a stark contrast from the ₹1,286.5 crore loss reported in FY23. With improved cash flows and positive EBITDA for eight consecutive quarters, Oyo eyes an IPO post refinancing of its \$450-million loan.



## AMERICA IS IN THE MIDST OF AN EXTRAORDINARY STARTUP BOOM

America is experiencing an exceptional startup surge, signaling a revitalized entrepreneurial spirit. From innovative jewelry tracking body metrics to groundbreaking tech ventures, a wave of startups is reshaping the business landscape. Despite concerns over declining startup rates in recent years, this resurgence hints at transformative shifts. The big question now is whether this boom will translate into significant productivity gains, a key economic unknown.



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## INFRA.MARKET RAISES ANOTHER \$50 MN FROM MARS UNICORN FUND

Infra.Market secures an additional \$50 million from Mars Unicorn Fund, augmenting its investment to expand global operations and product categories. This follows a previous \$50 million investment by the fund in 2022. The construction materials platform plans to leverage this capital to penetrate new markets and diversify its offerings, buoyed by the surge in infrastructure projects under India's National Infrastructure Pipeline.



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## "THE CIRCLE FC AND JETRO COLLABORATE FOR JAPAN MARKET IMMERSION PROGRAM"

The Circle FC, partnering with JETRO, hosted Indian startups for the Japan Market Immersion Program at SuSHi Tech Tokyo 2024. Over 60 stakeholders attended, fostering Indo-Japanese collaboration. The event facilitated networking, collaboration, and market insights, paving the way for future success.



# You are not talented. So, what?

"Talent" has become a ubiquitous term in our achievement-obsessed culture. From reality TV shows to college admissions, the pressure to possess and showcase innate ability dominates many aspects of life. But what if the concept of talent itself is flawed?

One key critique of talent comes from Dweck's theory of mindsets (Dweck, 2006). This theory posits that individuals hold either a fixed mindset or a growth mindset. Those with a fixed mindset believe talent is innate and unchangeable, leading to anxiety and a fear of failure. Conversely, a growth mindset views talent as malleable, developed through effort and practice. This fosters resilience and a willingness to take risks. Focusing solely on talent, therefore, reinforces a fixed mindset, hindering the very development it claims to measure.

Beyond these critiques, psychological research emphasizes the importance of deliberate practice (Ericsson, 2008) in skill development. This focused practice, characterized by repetition, feedback, and pushing beyond comfort zones, is more crucial than innate ability in achieving mastery. Focusing on talent ignores the power of dedicated effort and the potential for anyone to develop exceptional skills.

So, what does this mean for navigating a competitive world?

- **Embrace the growth mindset:** Cultivate a belief in your ability to learn and improve, regardless of your starting point.
- **Focus on effort and process:** Value the journey of learning and dedication over innate ability. Celebrate mistakes as opportunities for growth.
- **Seek out deliberate practice:** Identify areas for improvement and engage in focused practice strategies.
- **Recognize the role of privilege:** Be aware of societal advantages that may influence perceptions of talent.

**Dr. Raul Rodriguez**  
Vice President,  
Woxsen University





# THE POWER OF COMMUNITY: HOW TO BUILD A SUSTAINABLE FUTURE TOGETHER

## INTRODUCTION

The Importance of Community in Building a Sustainable Future: Communities act as the backbone of sustainable development efforts. Individuals can pool their resources, knowledge, and passion by coming together to create a collective impact. Collaboration within communities helps in addressing complex challenges and developing innovative solutions that can pave the way for a greener and more sustainable future.

## BUILDING STRONG AND ENGAGED COMMUNITIES:

**1. Creating a Shared Vision:** A shared vision is the cornerstone of any community-driven sustainability initiative. By collectively envisioning a sustainable future, community members can align their efforts and work towards common goals. Regular meetings, workshops, and brainstorming sessions can help in developing a shared vision and building consensus among community members.

**2. Fostering Collaboration and Communication:** Open and effective communication channels are essential for community collaboration.

Establishing forums, online platforms, or community centers can facilitate dialogue and information sharing

**3. Fostering Collaboration and Communication:** Open and effective communication channels are essential for community collaboration. Establishing forums, online platforms, or community centers can facilitate dialogue and information sharing among community members. Encouraging active participation and creating opportunities for collaboration through workshops, events, and volunteer programs can foster a sense of belonging and strengthen community ties. Regular communication updates, newsletters, and social media platforms can also help keep community members informed and engaged.

**4. Empowering Individuals and Encouraging Participation:** Empowerment is key to sustainable community development. By providing individuals with the knowledge, skills, and resources needed to take action, communities can harness the collective power of their members.

# The Power of Community: How to Build a Sustainable Future Together

Encourage participation by organizing training sessions, workshops, and educational programs on sustainability topics. Recognize and support community initiatives, allowing individuals to take ownership and make a meaningful impact. By fostering a culture of inclusivity and empowerment, communities can drive sustainable change from within.

## CONCLUSION:

Building a sustainable future hinges on community empowerment and collaboration. It emphasizes fostering a shared vision, empowering individuals, and executing community-driven sustainable projects.

Central to this effort is promoting sustainable agriculture, renewable energy adoption, waste reduction, and eco-friendly practices. The text underscores the need for resilience in facing challenges, advocating for partnerships, resource mobilization, and adaptability. Celebrating successes and fostering appreciation within the community are deemed crucial. Ultimately, it calls for collective action to create a world where future generations thrive sustainably, highlighting the transformative potential of community engagement.

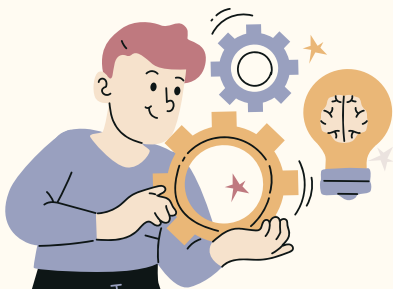


**Dr. Daya Shankar**  
Dean - School of Science  
Head - Trade Tower  
Woxsen University

# Structured Brainstorming: A Key to Unlocking Business Innovation

Structured brainstorming is a powerful technique that can drive business innovation and strategic development. Unlike random brainstorming, which often results in a haphazard collection of ideas, structured brainstorming focuses on specific processes involved in a business operation. This method helps in systematically identifying and exploring the various goods and services that can be offered within a business's framework. By thinking in a structured manner, businesses can uncover new opportunities, streamline operations, and enhance their product offerings.

**The Concept of Structured Brainstorming**  
Structured brainstorming involves a disciplined approach to idea generation. It requires participants to think about the different processes involved in the operation of a business and consider how each process can generate value. This technique is particularly useful in understanding the comprehensive landscape of a business, as it encourages consideration of various aspects including production, sales, recycling, indirect relationships, and servicing.



## The Five Key Areas in Structured Brainstorming

**1. Production:** The production phase is where the core product or service is created. During the process of structured brainstorming, focus on all the elements that go into production:

- What raw materials are needed?
- What manufacturing processes are involved?
- Can these processes be optimized for cost or efficiency?
- Are there any innovative technologies that could be integrated?

**2. Sales Process:** Once the product is created, the next critical phase is selling. Structured brainstorming can help identify different strategies to enhance the sales process:

- What are the most effective sales channels?
- How can customer engagement be improved?
- Are there new markets that could be targeted?
- What promotional strategies could be employed?

**3. Recycling or Re-using Materials:** In today's eco-conscious world, businesses need to consider the lifecycle of their products. Structured brainstorming can reveal opportunities for recycling and re-using materials:

- What waste is generated during production?
- Can any of this waste be repurposed or recycled?

# Structured Brainstorming: A Key to Unlocking Business Innovation

**4. Indirect Relationships (Spin-offs):** Every business has the potential to create spin-offs – new ventures that stem from the original business:

- What complementary products or services can be offered?
- Are there partnerships that can enhance the business?
- Can the existing business model be adapted to serve a different market?

**5. Servicing:** After-sales service is crucial for customer retention and satisfaction. Structured brainstorming in this area can improve the overall customer experience:

- What services can be offered post-sale?
- How can customer support be enhanced?
- Are there opportunities for maintenance or subscription services?

**Benefits of Structured Brainstorming:** The benefits of structured brainstorming are manifold. This method allows for a comprehensive exploration of business processes, leading to innovative solutions and strategic enhancements. It ensures that all aspects of the business are considered, promoting a holistic approach to business development.

**To effectively implement structured brainstorming:**

1. Identify Key Processes.
2. Formulate Questions.
3. Gather a Diverse Team.
4. Facilitate the Session.
5. Evaluate Ideas.



**Conclusion:** Structured brainstorming drives innovation and efficiency. By focusing on processes, businesses uncover opportunities and stay competitive. Whether enhancing production, refining sales, or innovating sustainability practices, structured brainstorming fosters success.

**Mr. Charan Sanjeev Tadimalla**  
Trade Tower  
Startup Coordinator



# IMPLEMENTING SEED FUNDING FOR START-UP GROWTH

4

Start-up ideas and entrepreneurs thrive in the corporate world, powered by seed funding, the fuel of innovation. Entrepreneurship mirrors gardening, needing patience and strategic seed planting. In the fertile soil of innovation, start-ups sprout, eager for success. Just like a garden, nurturing from seed to fruition is crucial. From germination to ecosystem nurturing, we delve into elements driving sustainable expansion. In the fast-paced world of entrepreneurship, every decision nurtures the journey from idea to market success.

## Understanding and sources of Seed Funding:

Seed funding, the earliest investment stage for start-ups, fuels the transition from idea to reality. It's marked by risk-taking, with investors betting on disruptive concepts and untested business models. From angel investors to venture capital firms, diverse sources provide crucial early-stage capital. Angel investors bring experience and networks, while venture capitalists seek exponential growth. Crowdfunding harnesses collective contributions, while accelerators and incubators offer funding and mentorship for equity. Government grants support innovation and entrepreneurship, alongside specialized venture capital firms.

## Allocating Seed Funding:

The strategic allocation of seed funding is crucial for maximizing its impact and setting the stage for future growth. Founders must prioritize key areas such as product development, market research, and initial marketing efforts to validate their business concept and attract further investment. Investing in a talented team capable of executing the vision is equally paramount, as human capital forms the backbone of any successful start-up endeavour. Moreover, prudent financial management and frugal spending practices are essential to extend the runway and navigate the inevitable challenges encountered along the entrepreneurial journey.

## The Role of Seed Funding in Start-up Ecosystems:

Seed funding serves as the lifeblood of vibrant start-up ecosystems, fostering innovation, job creation, and economic growth. By providing aspiring entrepreneurs with the necessary resources to transform ideas into viable businesses, seed investors play a pivotal role in nurturing a culture of entrepreneurship and innovation. Moreover, successful start-ups fuelled by seed funding often serve as beacons of inspiration, attracting talent, capital, and attention to burgeoning start-up hubs around the globe.

## Process of Seed Funding:

### Starting:

**Refine Business Idea:** Develop a clear and compelling business concept that addresses a market need.

**Build a Prototype:** Create a prototype or minimum viable product (MVP) to demonstrate the feasibility of the idea.

**Develop a Business Plan:** Articulate the start-up's vision, target market, competitive advantage, and growth strategy.

### Identifying Investors:

**Research:** Identify potential investors, including angel investors, venture capital firms, and crowdfunding platforms.

**Networking:** Attend start-up events, pitch competitions, and networking forums to connect with investors.

**Pitching:** Prepare a compelling pitch deck and deliver persuasive presentations to attract investor interests

## Negotiation and Due Diligence:

**Valuation:** Determine the start-up's valuation based on its growth potential, market opportunity, and competitive landscape.

**Term Sheet:** Negotiate the terms of the investment, including equity stake, investment amount, and governance rights.

**Due Diligence:** Provide investors with access to relevant documents and information to validate the start-up's claims and projections.

### Closing the Deal:

**Legal Documentation:** Draft and finalize legal agreements, including investment contracts, shareholder agreements, and any other necessary documents.

**Funding:** Secure the agreed-upon investment amount from the investors and allocate the funds according to the start-up's priorities.



**V.MONISHWAR REDDY**

B.Tech 2027

## Introduction

A nation gone through a violent conflict suffers enough. Citizens are scattered all over the country in abnormal areas where they cannot be reached. The concept of home is disappeared or rather been destroyed by firearms and dangerous missiles from adversary nations. The Collapse of the whole system within a nation leaves the Government unable to deliver its promises of restoring peace. It needs more reinforcements and new ideas for safeguarding the nation. Eventually, the war concludes with a peace treaty or a ceasefire, perhaps, because the neighbouring countries are also in a silent war against inflation; urging the countries to stop at once. The time has come to rebuild everything that's out of its position, the post-conflict phase.



## Call for Entrepreneurship in Post War recovery

A century of untold truth, a century of war, a country's journey through the post-violent conflict phase calls deafeningly for entrepreneurs to restore societal peace and stability. Typically, violent conflicts are a result of social, economic, and political factors. Such countries are usually poor and lack a foundation. For instance, political stability is broken within the country causing a challenge to economic, political, and societal growth. During such transitions, countries are fragile and violent activities occurring repeatedly threaten peace-building. Entrepreneurship activities play a prominent role in a post-conflict process. Recognizing this, citizens with an entrepreneurial mindset start their ventures to bring in reforms and changes that might benefit society. An entrepreneur is a person who is ingenious in finding opportunities to add to their wealth, power, and prestige. Entrepreneurs scout for opportunities for the development of the nation. In Columbia, after a frightening period of war, combatants turned to entrepreneurship to reintegrate into the society. Artisans provided training and resources to these ex-combatants for starting their own business such as carpentry and agricultural endeavors..



## Challenges Faced by Entrepreneurs

To ensure entrepreneurs' efforts aren't in vain, they need encouragement, especially from formal institutions. Bureaucratic hurdles, like delays in policy approval, can discourage them. Thus, structured and reformed formal and informal institutions are essential to support entrepreneurship and establish new businesses. Additionally, post-conflict entrepreneurship faces financial challenges, requiring institutional policy restructuring to overcome limitations caused by disrupted banking systems.

In the labor market, high unemployment rates drive the emergence of Survivalist Entrepreneurship, where individuals start small businesses to sustain themselves. This serves as an alternative to traditional employment, generating income and jobs. Hawkers, who sell goods on the street or door-to-door, exemplify Survivalist Enterprises.

## Unproductive and Destructive Entrepreneurs

However, not all entrepreneurial activities contribute to economic and social growth. Unproductive and destructive entrepreneurship coexists during and post-violent conflict. Entrepreneurship activities that damage the post-war economy can create a vicious cycle. Such ventures are self-seeking and ignorant of ethical values that contribute to peacebuilding and growth. They erode trust and stability and make the business environment more difficult for other ventures to enter.

## Conclusion

In summary, entrepreneurship serves as a necessary element in a post-violent conflict phase. The repercussions of war show a fierce challenge, but at the same time presents opportunities. While a nation enters into a recovery phase post war, entrepreneurial spirit emerges as a powerful tool for rebuilding and restoring peace. Consistent encouragement by formal institutions facilitates the environment for a brighter future and to rise again from the ashes. Through the spirit of resilience and persistence of entrepreneurs, a nation can bring back its peace and harmony.



**Nikhil Niranjana**

BBA 2022-2025





# Glimpses from May

## Entrepreneurship Session

Trade Tower recently delivered an engaging session on entrepreneurship to the School of Law students. Driven by a passion for igniting potential and enlightening students on the exciting world of entrepreneurship, the session included engaging activities and insightful discussions. These activities aimed to equip students with the knowledge and motivation to embark on their journeys as future business leaders. The interactive format fostered a deeper understanding of entrepreneurial principles, inspiring students to explore and pursue their own business ventures.



# Glimpses from May

## Faculty orientation session

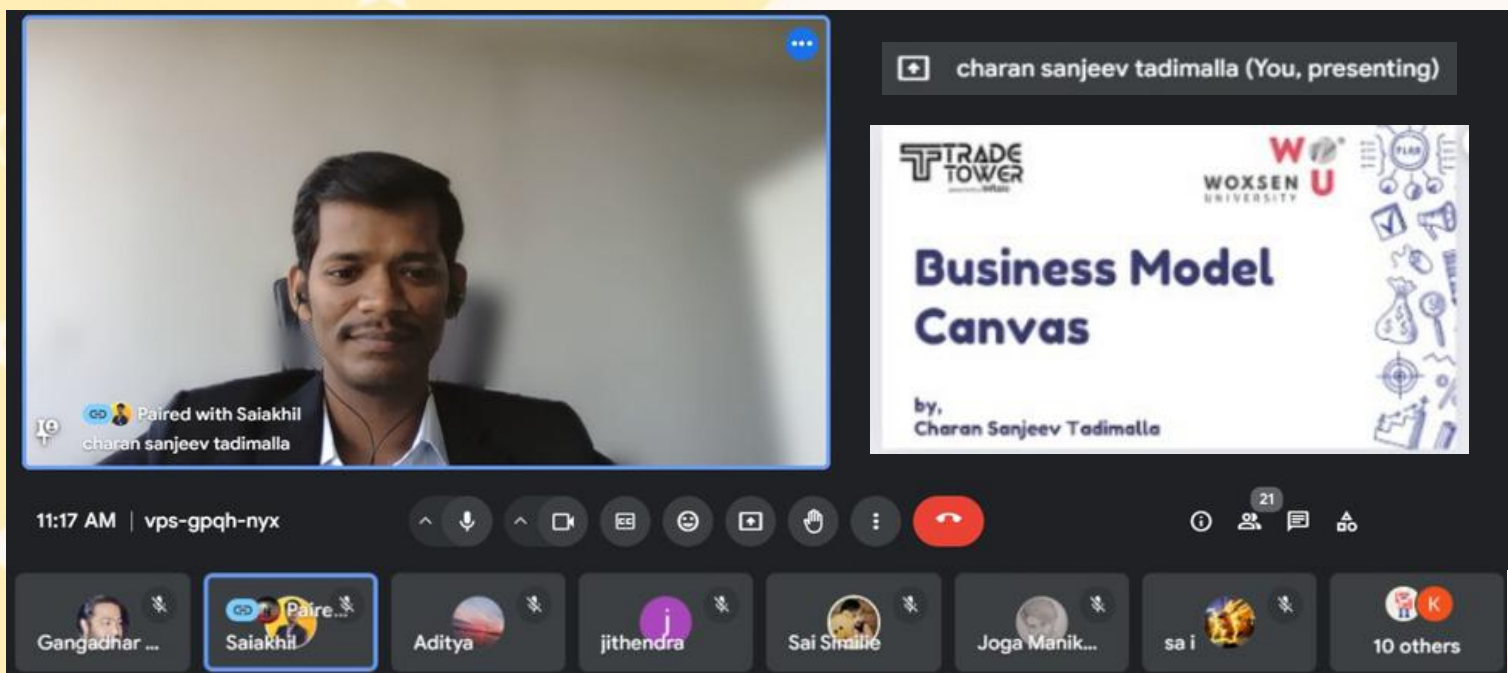
Our Trade Tower Head, Dr. Daya Shankar, delivered an informative session to the new faculty members and staff. The purpose was to introduce them to Trade Tower's initiatives and highlight its role in promoting entrepreneurship and innovation within the academic community. The orientation session successfully acquainted the new faculty members with Trade Tower's activities, emphasizing its commitment to fostering entrepreneurship and innovation. Participants gained valuable insights into the resources and opportunities available, enabling them to support and contribute effectively to Trade Tower's mission.



# Glimpses from May

## Outreach program

Trade Tower Coordinator's Entrepreneurship Session at Aditya College of Engineering: As part of the outreach program, the Trade Tower Coordinator delivered an impactful online session on Entrepreneurship and the Business Model Canvas to the EDC Cell and Student Activity Council members of Aditya College of Engineering. The session successfully imparted comprehensive knowledge and practical insights into the Business Model Canvas framework. Participants gained a deeper understanding of its key elements, empowering them to apply the canvas effectively to their entrepreneurial endeavors and contribute to the growth of their ventures. This initiative highlighted the importance of structured business planning and the potential for innovative thinking in driving successful entrepreneurship.



# UPCOMING EVENTS

## Startup of the Month

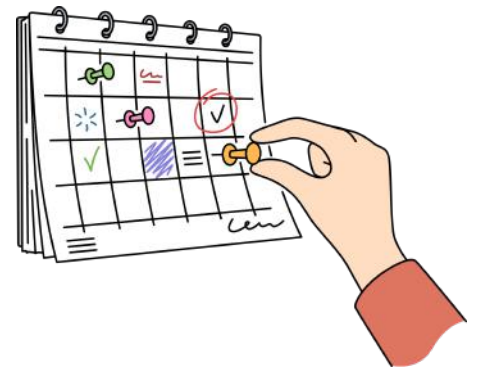
Want to turn your Ideas into a successful business? You've come to the right place.

### Benefits:

- Featured as Startup of the Month
- Certificate of Recognition
- Immediate Upgradation and Access to Trade Tower
- Continuous Incubation Support
- Representation at Outside Events
- Access to Global Mentors
- Opportunities to Connect and Compete for Funding
- Become the Startup Ambassador of Campus

**Submission Deadline:** 20th of Each Month

**Pitching and Result :** 30th of Each Month



Click Here

## Y u k t i

### National Innovation Challenge

Begin your journey of creativity and problem solving! To participate in the National Innovation Challenge, scan the QR code or click the link below. Your ideas can shape the future!

# Introducing the *Team*



**Dr. Daya Shankar Tiwari**

Head - Trade Tower

[in](#) [Daya Shankar Tiwari](#)



**Mr. Charan Sanjeev**

Startup Coordinator, Trade Tower

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Student Coordinator, Trade Tower

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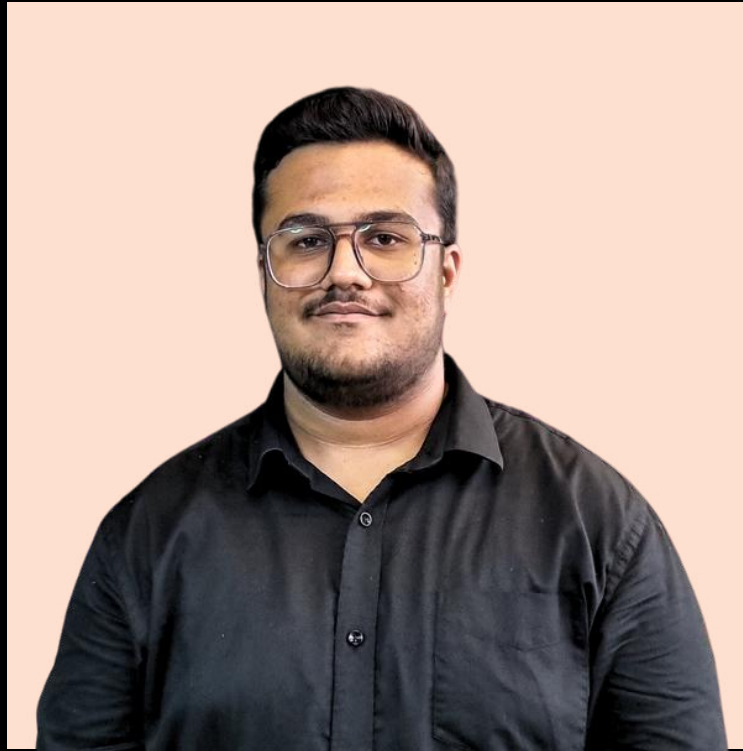


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