

SIR M VISVESVARAYA INSTITUTE OF TECHNOLOGY



DEPARTMENT OF ELECTRICAL ENGINEERING

Organized

MOTIVATIONAL TALK

Under the aegis of

INSTITUTE'S INNOVATION COUNCIL (IIC)

EVENT TITLE: "MOTIVATIONAL TALK ON FROM START UP TO SUCCESS: MY JOURNEY AS AN ENTREPRENEUR" on occasion of National Entrepreneurship Day (9/11/2023).

Description of the talk

The talk was arranged to motivate the students to dream about their success as and entrepreneur. To motivate them to chase their dreams and never to be disheartened.

Objectives of the talk

Motivate students to think seriously about their dream of start up: the engineering graduates have lot of talent and capability to work and live their dream, this talk was conducted to motivate the students for the same.

To understand the path of Start Up: the start up needs a lot of dedication and positivity so the students and faculties were motivated to believe on themselves and work positively towards their goal of entrepreneur.

To understand the Struggles in the path of Start Up journey: the journey of starting something innovative or traditional has lot of struggles and one need to focus on the aim and the goal and keep on working for the same. Then there is nothing which can stop an engineering graduate to succeed.

The failures should be taken as lesson: the first step of doing anything is failure and from failure one should learn. The students and faculties were motivated for not considering failures as the last destination but to learn from the failure and move towards success.

Benefits in terms of learning/skills/knowledge obtained

Knowledge about how to start your Entrepreneurial journey: The students and faculties were given a clear idea about how to make the dream reality. The students were benefitted by

knowing how to start the entrepreneurial journey, how to not get scared of the failures and keep on moving towards your goal.

To understand how to select a career of ones choice: The students benefitted by the talk as the speaker spoke about the different job opportunities and how to approach to ones dream company and get success in whatever one does.

Brief about the Resource person



Ms. Sonakshi Nathani

Co- Founder & CEO BIK and Manifest AI

- **Education:** BE in Computer Science from IIIT Hyderabad in 2016
- **Experience:** 3 year experience as software developer in Microsoft before starting her entrepreneurial journey as CEO.
- Lead two cutting-edge companies that are at the forefront of innovation in their respective domains. BIK, under her leadership, has transformed the way we perceive business intelligence and analytics. And then, there is Manifest AI, a venture that harnesses the power of artificial intelligence for the greater good..
- The company started in 2019.
- BIK is the world's leading All-in-One AI platform that helps marketers convert their visitors into revenue. Their most advanced solutions give B2C Marketers a one-stop-solution for all the tools they will ever need to drive higher revenue, increase trust, cultivate loyal customer advocates (using our sentiment analysis), boost recurring revenue (with our smart ad audiences), engage shoppers on top engagement channels, and so much more. Everything is available in one place.

BIK is a BSP to Meta & backed by Sequoia Capital & YCombinator.

- Recently she has started a new venture - Manifest AI : which is a AI tool for E-commerce

Poster of the Event

SRI KRISHNADEVARAYA EDUCATIONAL TRUST
SIR M. VISVESVARAYA INSTITUTE OF TECHNOLOGY
Affiliated to VTU, Belagavi | Recognised by-AICTE, New Delhi | Accredited by NAAC
Krishnadevarayanagar, Off International Airport Road, HunaSamaranahalli, Bengaluru, 562157

INSTITUTION'S INNOVATION COUNCIL
(Ministry of Education Initiative)

MoE's INNOVATION CELL
(GOVERNMENT OF INDIA)

DEPARTMENT OF ELECTRICAL AND ELECTRONICS ENGINEERING
in association with the
Institution Innovation Council
Organises
Motivational talk on
"From Startup to Success: My Journey as an Entrepreneur"

SPEAKER
Ms. Sonakshi Nathani
Co-Founder & CEO
BIK & MANIFEST AI

Date: 09/11/2023
Time: 11:00 AM
Venue: Faraday's Seminar Hall

IIC Chair
Prof. Rakesh S. G.
Principal

Mentor
Dr. H. L. Suresh
Prof. & Head, EEE

President-IIC
Dr. Ch. Vanipriya
Prof. & Head, MCA

Vice President-IIC
Dr. Sasmita Mohapatra
Professor, ECE

Convener -IIC
Dr. Soumya Patil
Assoc. Professor, CSE.

Coordinators
Ms. Bindiya Tyagi
Assistant Professor, EEE
Mr. Kumaraswamy R.
Assistant Professor, EEE

Summary of the Event

The Speaker Ms. Sonakshi Nathani spoke about her dream of starting a company to fulfil her passion and her journey to work on the innovative project which includes AI. She spoke about how she started her journey, how she planned about her start up as a student. She motivated the students to live their dreams, not to give up and take the leap of faith and achieve their goals. She had a very successful career as software developer in Microsoft, so she also guided the students on how to approach companies of their dream. She mentioned about LinkedIn which is best platform to get in contact with companies and land into the dream job. The talk was interactive, where students also opened up about their dreams and asked questions about the entrepreneurial journey. Students got their doubts cleared on how to start their start up.

Related Photographs of the Event



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