

# The Startup Society

Student Entrepreneurship Club @ RUAS  
February 2023

## The Small Steps and the Giant Leap...

Most people think that entrepreneurship is about finding a great idea and taking a plunge into the big, blue ocean of success and money. But starting up is rarely about taking one big leap. It is about trying several not-so-good ideas before the right one. It is about taking many small steps before taking a giant leap. "The Startup Society" at RUAS will be a forum for members to take the small steps and make the giant leaps.

The club will host activities and sessions that help participants develop skills and attitudes that play an essential role in entrepreneurship. The sessions will be structured around a central theme or skill. The core theme will be introduced with a short introductory lecture. A major part of the session will involve practical activities, interactions, and reflections.



***"Entrepreneurship  
– because there are  
problems worth  
solving and  
solutions worth  
building"***



## The Beginning

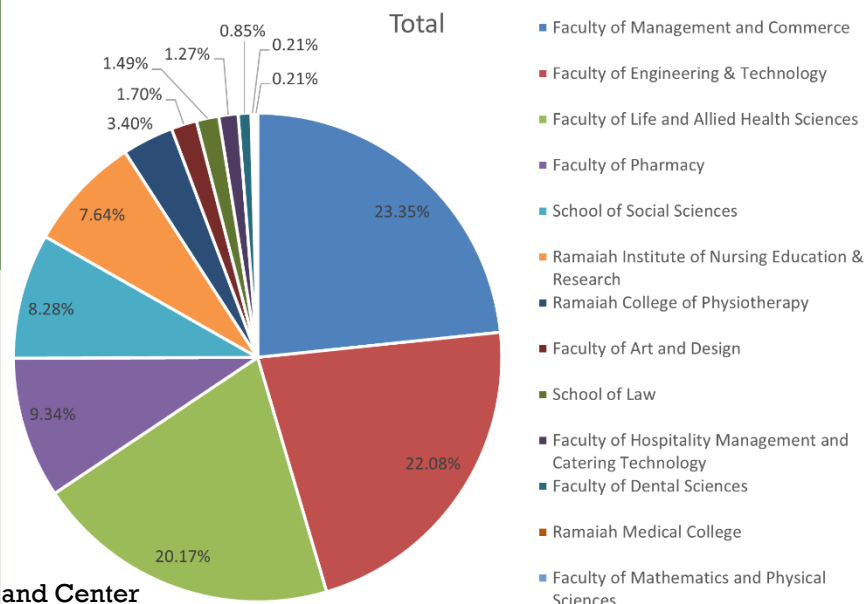
The Directorate for Student Affairs and Center for Entrepreneurship announced the setting up of Student Entrepreneurship Club and called for registrations. More than 450 students from across the university signed up to be part of the club.

### THE CORE TEAM

Under the guidance of Dr Sonali Gupta, Director, Center for Entrepreneurship, a group of students from FMC and FLAHS took on the mantle of organizing the launch event. Aastha, Dhivya, Diya, Dundesh, Girish, Manvanth, Prabhakar, Prabhu, Praneetha, Ritu, Somnath, Shuchita, and Vivek put together the event with immense enthusiasm and belief in the core purpose of creating an entrepreneurship club for the students. They took charge of the work – from publicizing the event among the student community to ensuring a warm welcome on the D-day to conducting the ice-breaker game.

## Welcome Aboard!

On the D-day, entrepreneurship enthusiasts from across RUAS campuses and departments were welcomed by Manvanth, Prabhakar, Ritu and others. The registration desk managed by Prabhu, Praneetha, and Shuchita ensured that all the participants scanned the code and joined "The Startup Society" WhatsApp group. Students coming from across the departments and campuses were welcomed warmly and made to feel at ease. After all, camaraderie and collaboration are essential ingredients in forming entrepreneurial teams.



## Break the Ice

The event started with a welcome note and an introduction to the purpose and activities of the club by Dr Sonali.

The stage was then taken over by Diya, Dhivya, Dundesh and Aastha who conducted the ice breaker activity with elan – right from managing the team names, team distribution, timing and judging the presentations.

The evening ended with the announcement of Club name as "The Startup Society", selected from the entries received for "#NameYourClub contest. Vivek, the core team anchor, announced the Club name with some party poppers and lots of cheering!







The Core Team



Welcome Desk & Registration



Finding your Tribe



Preparing for the Group Presentation



Ready to Rock!

## Event Notes

- Prabhakar Pai won a gift voucher of Rs. 1000 for coming up with the winning entry for the club name.
- The event was captured through the lens of Rahul. Somnath and Girish supported Vivek with the logistics.
- The event report was prepared with inputs from Harsha Veena and Prabhu.
- The event ended on a high with the members wanting to meet again and soon!

## The Launch Agenda

The agenda of the launch event was to ensure three main takeaways for all the participants:

- They should meet at least 3 new people whom they have never spoken to before and learn their names and interests
- They should have a clear idea of club activities and how they want to participate going forward.
- They should have experienced four entrepreneurship lessons through the ice breaker activity

## Reflections from the Day



Reflecting on the activity

### Four key Entrepreneurial Learnings from the Ice Breaker Activity:

- #1: Be brave, not perfect!
- #2: Find your tribe, work together.
- #3: Constraints can be good for creativity.
- #4: The journey is the reward. Don't forget to have fun along the way.

## "Be Brave, Not Perfect!"

The club will have three departments: PR, Operations and Programs. Each department plays a crucial role in ensuring that the club runs smoothly and effectively.

**Public Relations:** This department is responsible for promoting the club and raising awareness about its events and activities. If you have a talent for marketing and communication, PR department could use your skills!

**Operations:** This department is responsible for the logistical arrangements and smooth running of the club's activities, administrative tasks and forming partnerships with other clubs and communities within or outside RUAS. If you have an eye for detail and a talent for organization, this is the place for you!

**Programs:** This department is responsible for designing meaningful events and activities that engage the RUAS community. If you can understand the pulse of your audience, are driven by purpose and like to think outside the box, this department might be the perfect fit for you!

### Venture Ideas

Besides the core activities, the club programs will be designed to encourage students to work on any business ideas or pet projects that they want to bring to life.

Reach us at [ideas@msruas.ac.in](mailto:ideas@msruas.ac.in)

**Join in for a journey of knowledge & fun!**