

Alumni Talk Report

On 6th October 2018, '*PRERANA*', the Alumni Association of SDMIMD in collaboration with the SIP Committee organized a Guest Talk by **Mr. Devansh Joshi**, *Senior Manager, Planning and Strategy, Medlife* for the Second year PGDM Students

The objective of the session was to make the students understand the potential opportunities in startups, the market information obtained based on experiences and to help the students in preparing for their placements.

To begin with, Mr. Joshi explained the different stages of funding in a startup viz, the seed, the angel investors and the venture capital investors. Going forward, he elucidated the distinction between a venture capitalist and Pvt equity investors. He also stated the differences between the Gross Merchandise value and the revenue earned by an organization.

In his talk, Mr. Joshi also highlighted that the real-life problem-solving startups are the ones that succeed in the contemporary business environment. He also introduced the students with the common terminologies used in the Startup world and discussed various business and marketing strategies to be implemented to succeed in a startup venture.

Mr. Joshi concluded his talk by sharing useful preparation strategies for students to succeed in their placements.