

**DEPARTMENT OF COMMERCE**  
**SCHOOL OF SOCIAL SCIENCE AND HUMANITIES**  
**NATIONAL LEVEL BUSINESS IDEATION AND INVESTOR PITCHING CONTEST – 2023**  
**08.05.2023**

*“Ideas don’t come out fully formed they only become clear as you work on them. You just have to get started” – Mark Zuckerberg.*

Business ideation is the process of generating, developing, and refining new business ideas. It involves brainstorming and exploring potential opportunities to create a new product, service, or business model that can solve a problem, fulfils a need, or create value for customers. This is an exciting event where innovative ideas can be presented, as a well drafted business proposals.



The department of Commerce organized the National Level Business Ideation and Investor Pitching Contest – 2023 on 8<sup>th</sup> May at 10.00 A.M at Crescent School of Business. The program was inaugurated by **Dr.K.Soundarapandian**, Head, Department of Commerce, who delivered the welcome address as well as introduced the chief Guest and Jury for the session **Mr.Aniruddhan Narayanan**, Senior specialist – Business Analysis LTIMindtree Pvt Ltd.



We received more than 45 business proposals across India, out of which our peer team shortlisted fifteen teams. These teams participated both in online and offline platforms. All the presentations were excellent by the young minds. Most of the business plans are unique and some of the business ideas are more of societal nature.



Final results was announced by the Jury, First place was bagged by Sarthak Thyagiand Alok Kumar Mishra, III year B.Tech Computer Science and Engineering, SRM Institute of Science and Technology, Ramapuram titled **“Bharat Caller”** which they want to bring as an competitor to True caller App.



Second place was won by Mohammed Anas second year B.Com Honours A.H and Mohamed Haneef, first year BBA (Financial Services) B.S.Abdur Rahman Crescent Institute of Science and Technology with the Business Idea of **“Leveraging Carbon Trading By Promoting Sustainable Farming Practices For Economic Development Of Farmers”**.



Third place was secured by Praveen and Mahithashree of first year B.Com (Accounting and Finance) B.S.Abdur Rahman Crescent Institute of Science and Technology with the Business proposal of **“Liquidation of Goods from Warehouse”**.

Our Dean **Dr.Ayub Khan Dawood**, joined for the valedictory of the event, delivered the valedictory address and also distributed the Cash prize and Certificates to all the participants and winners.



Participants utter that it was an excellent opportunity for them to show off their treasured business ideas. It also enables them in pitching Investors for their ideas, which leads to many start-ups by this young Entrepreneurs.

The program was well organized by the event co-ordinators, Assistant Professors Dr .Stella and Dr.Selvi.K. The success of this event motivates the whole team to move on to the next Phase of it. Planning to do the Phase II of this ideation in the near future.