insight
the third eye

Eureka!

Eureka! - Asia's largest B-Plan Competition, organized by The Entrepreneurship Cell, was launched on 1st September, 2009 at the F. C. Kohli auditorium.

The session was started off with a brief description of the event given. Eureka is a journey comprising of 3 major milestones: Idea validation, Consolidation of ideas (comprising of mentoring sessions and all help that a budding entrepreneur might need) and finally the Coming up of the enterprise. Eureka has been growing in leaps and bounds with a record participation of 2174 teams last year.

This was followed by the panel discussion. The guests invited were:
- Mr. Ajay Garg (Founder, Equirus Capital)
- Mr. Krishna Jha (Founder, Telnet Ventures)
- Mr. Rehan Yar Khan (Serial Entrepreneur)

The discussion was moderated by Mr. Farooq Omar, head of the Mumbai chapter of the Indian Angel Network. Farooq posed several questions in front of the panel which were answered during the course of the discussion such as,
- What does it take to be an entrepreneur?
- How important is experience for an entrepreneur? Does one need to start young to be a successful entrepreneur?
- How can aspiring entrepreneurs achieve their dreams? What is the support system that they require?
- What are the key problems facing new ventures and how should entrepreneurs tackle these problems?

After this, the podium was open for the audience for the Q&A session. The audience used the opportunity very well & got a professional answer to all their queries.

The best phrase that came out during this session was '*The journey between the idea generation and the starting-up-to-work-towards-it is basically a romantic phase*.' And that '*Taking up entrepreneurship is like the institution of marriage...a lifetime of commitment!*'

The event ended with the official opening of Eureka! 2009, on the note that entrepreneurship is, after all, about believing in yourself & finding your own answers!

For a more detailed description of the event, check out the blog: www.ecell.in/blog.

-- Ritika Goyal