

# GOVERNMENT COLLEGE OF TECHNOLOGY, COIMBATORE - 13



## INSTITUTION'S INNOVATION COUNCIL

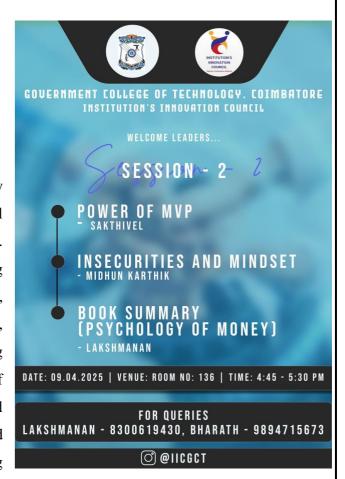
### SESSION – 2

**Topic:** Entrepreneurial Journey

**Date:** 09/04/2025

#### INTRODUCTION

The second session on Entrepreneurial Journey focused on inspiring students to understand the real challenges and opportunities in business building. The talk highlighted the importance of starting small with a Minimum Viable Product (MVP), addressing the insecurities faced by entrepreneurs, and developing the right mindset for growth. Along with this, a book summary of The Psychology of Money provided insights into managing financial encouraged decisions wisely. session The participants to connect entrepreneurial thinking with practical and psychological aspects of success.



#### KEY HIGHLIGHTS OF THE SESSION

- ✓ Importance of MVP testing ideas with minimal resources.
- ✓ Common insecurities entrepreneurs face and ways to overcome them.
- ✓ Developing a growth-oriented mindset for sustainable progress.
- ✓ Real-world stories and experiences shared to inspire students.
- ✓ Key lessons from The Psychology of Money on financial behavior.
- ✓ Interactive discussions that encouraged student participation.





#### **CONCLUSION**

The session gave a realistic picture of what it takes to start and sustain an entrepreneurial journey. Students learned that building an MVP is a smart way to validate ideas before scaling up. The discussion on insecurities helped in understanding the emotional side of entrepreneurship. Mindset-building lessons encouraged resilience and long-term thinking. The Psychology of Money summary highlighted the value of discipline in financial choices. Overall, the session was insightful, practical, and motivating for young aspiring entrepreneurs.