



# NEW HORIZON COLLEGE OF ENGINEERING

**DEPARTMENT OF ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING**

**Event: Building Engineering Leaders in the 21<sup>st</sup> Century – Startups”**

**Venue: Tejas Seminar Hall, NHCE**

**Time-11 AM to 1 PM**



**NEW HORIZON  
COLLEGE OF ENGINEERING**

Department of Artificial Intelligence & Machine Learning

Expert Talk on

## **BUILDING ENGINEERING LEADERS IN THE 21ST CENTURY - STARTUPS**

**Mr. Brijesh C A**

**CEO & Co - Founder  
Just Robotics**



**Faculty Coordinator**

**Dr. Sonia Maria D Souza  
Mr. Ramesh Prasad**

**Convenor**

**Dr. N V Uma Reddy  
HoD - AIML**

**Dr. Manjunatha  
Principal**



**22 March, 2024**



**11 :00 AM to 1:00 PM**



**Tejas Seminar Hall, NHCE**

On the 22<sup>nd</sup> of March, a Session was conducted on **Building Engineering Leaders in the 21<sup>st</sup> Century – Startups**. The talk was open to all the students of **New Horizon College of Engineering**.



In the realm of entrepreneurship, the journey from passion to profit is often marked by determination, innovation, and strategic acumen. Mr. Brijesh C A, the CEO and co-founder of Just Robotics, epitomizes this journey, having transitioned from a participant in robotic competitions to a successful entrepreneur. His story not only underscores the transformative power of entrepreneurship but also sheds light on key business concepts that lay the foundation for sustainable ventures.

Mr. Brijesh's journey commenced during his academic years, where his fervent interest in robotics led him to actively participate in competitions. His exceptional performances not only garnered recognition but also provided him with substantial financial rewards. These early successes served as the catalyst for his entrepreneurial aspirations, igniting a desire to channel his passion into a viable business venture.



To better understand the process of starting a business, Mr. Brijesh's let students consider the example of a pani puri stall, a ubiquitous street food business. Imagine a student, who aspires to start his own pani puri stall. He begins by conducting market research to identify demand, analyze competitors, and select an optimal location. This example elucidates the importance of market analysis and strategic planning in launching a successful business venture.

He then creates a comprehensive business plan outlining his goals, target market, menu offerings, pricing strategy, and operational logistics. This plan serves as a roadmap for his business, guiding his decisions and actions as he navigates the complexities of entrepreneurship.

Furthermore, he registers his business with the necessary authorities, obtains permits and licenses, and sets up his stall at a strategic location. He focuses on sourcing high-quality ingredients, providing exceptional customer service, and continuously refining his offerings to meet the evolving needs of his customers. This exemplifies the importance of execution and adaptability in the entrepreneurial journey.

In addition to understanding the intricacies of starting a business, it is essential to grasp key business concepts such as shares, Memorandum of Association (MOA), Articles of Association (AOA), fundraising, company naming, patents, investor relations, and legal structures.



Shares represent ownership in a company, allowing entrepreneurs to attract investors and raise capital for business expansion. Memorandum of Association (MOA) and Articles of Association (AOA) serve as legal documents that establish the framework for a company's operations and governance. These documents outline the company's objectives, rules, and regulations, ensuring clarity and transparency in its operations.

Fundraising is a critical aspect of entrepreneurship, enabling entrepreneurs to secure capital for business growth and innovation. Mr. Brijesh told that utilizing various fundraising strategies, including angel investors and venture capital, to finance companies expansion.

Choosing a suitable name for the company is crucial as it reflects the company's identity and values. It has to be picked carefully and we need to get a trademark for it, it will be best to get trade mark in the black color. So, that we can use any color to it in the future.

Furthermore, Mr. Brijesh prioritized patenting innovative technologies developed by Just Robotics to protect the company's intellectual property rights and maintain its competitive edge in the market.

Investor relations play a vital role in entrepreneurship, as investors provide financial support and strategic guidance to startups. Mr. Brijesh said how to attract the investors to invest in the business in exchange of shares.

Moreover, Mr. Brijesh made students understand the distinction between public and private limited companies. Public limited companies offer shares to the general public and are subject to stringent regulatory requirements, while private limited companies are owned by a smaller group of shareholders and enjoy greater flexibility in their operations.



In conclusion, Mr. Brijesh C A's journey from robotic competitions to entrepreneurship serves as an inspiration for aspiring business owners. His story highlights the transformative power of passion, perseverance, and strategic vision in the pursuit of entrepreneurial success. By understanding key business concepts and learning from practical examples, aspiring entrepreneurs can navigate the complexities of entrepreneurship with confidence and resilience, paving the way for innovation and growth in the business world.

**Faculty Coordinator**

**Dr. Sonia Maria D'Souza**

**Prof. Ramesh Prasad**

**HOD**

**Dr. N. V Uma Reddy**