



MERCY COLLEGE, PALAKKAD

PG DEPARTMENT OF COMMERCE

Organises a

WORKSHOP ON “VIALE PROTOTYPE DEVELOPMENT AND FUND RAISING”



RESOURCE PERSON

Dr. A. Reshma

Asst. Professor,
Dept. of Biotechnology
Mercy College Palakkad



VENUE:
Main Seminar Hall



DATE:
16/07/2026



TIME:
9.30 am

Head of the Department
Ms. Ramya John

Staff Coordinator
Ms. Sruthi P J

Student Coordinator
Ms. Angel E N

IQAC Initiative : Skill Enhancement Programme (SKIP)



Mercy College, Palakkad

PG Department of Commerce

Workshop on "Viable Prototype Development and Fund-Raising"

Introduction

The PG Department of Commerce, Mercy College, Palakkad, organized a workshop on "Viable Prototype Development and Fund Raising" on 16 July 2026 as part of the IQAC Skill Enhancement Programme (SKIP). The programme aimed to equip students with practical knowledge to transform innovative ideas into viable business prototypes and to understand the various funding opportunities available for startups and entrepreneurial ventures. The session focused on **fundraising strategies for startups**. Dr. A Reshma elaborated on various funding options available to entrepreneurs, including government grants, incubation centres, angel investors, venture capital firms, crowdfunding platforms, and bank finance. She also shared practical examples of successful startups that transformed simple ideas into scalable businesses through effective prototype development and strategic funding.

Students actively participated in the interactive discussions and raised several questions regarding startup registration, pitching ideas to investors, preparing business plans, and accessing government support schemes. The resource person addressed the queries with practical insights and encouraged students to explore entrepreneurial opportunities beyond conventional career paths.

Objectives

- To introduce students to the concept of prototype development in entrepreneurship.
- To develop entrepreneurial thinking and innovation among students.
- To familiarize students with the stages involved in converting ideas into marketable products.

Learning Outcomes

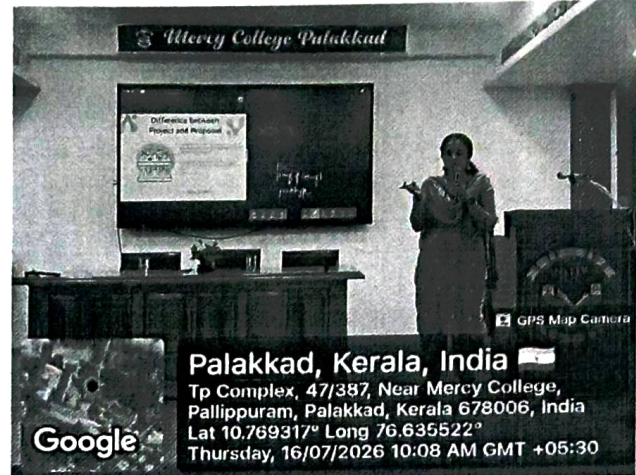
- Understand the concept and importance of viable prototype development.

Gain knowledge of the startup ecosystem and innovation process.

Identify suitable funding opportunities for entrepreneurial ventures.



The workshop proved to be highly beneficial for **130 students**, providing valuable insights into entrepreneurship, innovation, and startup financing. The session successfully motivated students to think creatively, develop innovative business ideas, and explore opportunities in the startup ecosystem.



Student Coordinators


Ms. Angel E N

Staff Coordinator


Ms. Sruthi P J

Principal


Br. Sr. N M Louly

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