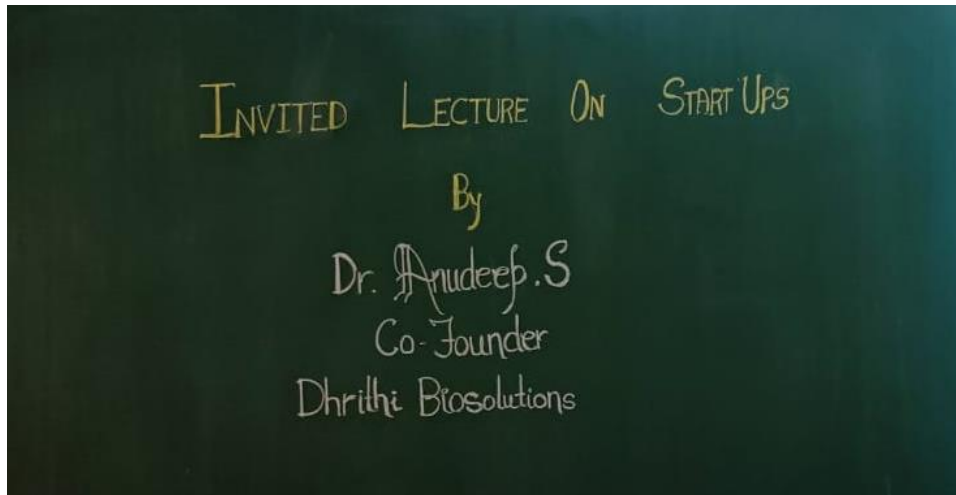


Report of the Invited lecture on “Start-ups” by Dr. Anudeep Sandanamudi, Co-founder & Chief Scientist, Dhriti Biosolutions, Mysuru

Date: 25th February 2023

Speaker: Dr. Anudeep Sandanamudi

Venue: Lecture hall 14, Department of Molecular biology



The invited talk on **Start-ups** by Dr. Anudeep S, Co-founder & Chief Scientist, Dhriti Biosolutions, Mysuru, was arranged on 25th February 2023. Dr. Anudeep is an alumnus of this department from the 2006 batch. He continued his doctoral studies at CSIR-CFTRI, Mysuru after clearing CSIR-UGC-NET with AIR -135. He co-founded Dhriti Biosolutions in the year 2016. The vision of the company is research & development and to license out technologies and formulations. It is incubated at CFTRI, Mysuru and is a participant in accelerator program at Silicon road, Mysuru.

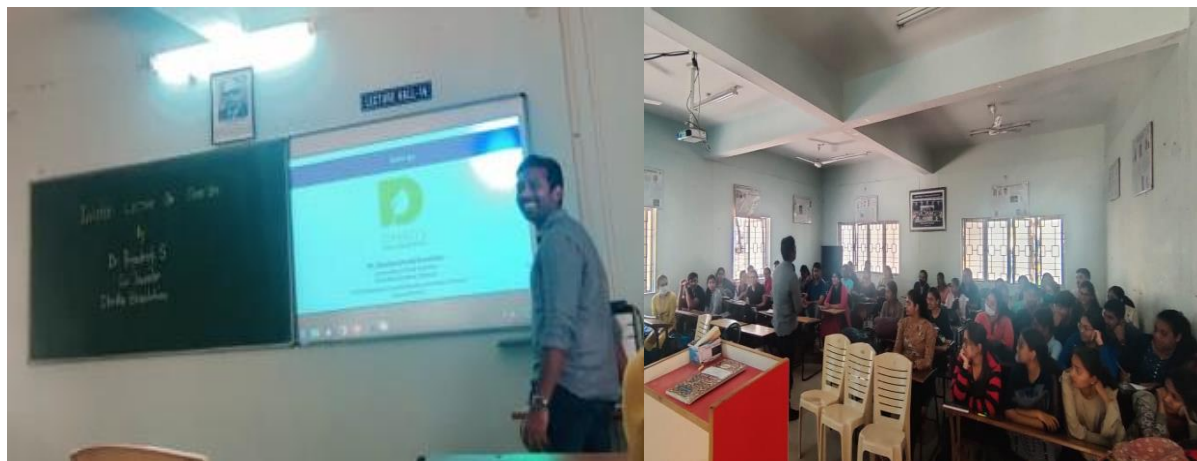
The talk commenced at 12:30 pm by welcoming Dr. Anudeep to start his lecture. He began his talk by defining what start-ups are and how they are different from business. He then moved ahead to explain what forms the basic needs for a Start-up and talked about innovative ideas necessary for a start-up. His talk included the following highlights:

- Opportunities and fields with the most Start-up potential.
- Innovative business model.
- What is Dhriti Biosolutions?
- The branches of his start-up which are-
 - i) MORE - Moringa Composite Protein- These are stable protein ingredients used in pet food, plant-based meat, etc.
 - ii) Going Meta food labs- produce energy bars
 - iii) Phitons Bio Engineering Pvt Ltd- produce biodegradable products and resins

iv) Peelon Inc, USA

- SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis
- Investment opportunities
- How to grab investments?

The talk then concluded with a Q&A session where he clarified the doubts of the audience.



Photos from the talk where the speaker is seen presenting and interacting with the audience.