

Website Report on “How to start business with zero investment”

Title	Classroom lecture on How to start business with zero investment
Date	October 31, 2017
Resource Person/Facilitator	Ms. Jagpreet Kaur, Founder, Beacom
Summary	<p>No money to start your own business? In this day and age, everyone wants to feel financially secure and self-sufficient. From homemakers to students, everyone is juggling with ideas to build a business that gives them the freedom and flexibility to work and earn at their own pace. Creating and sustaining a business is more than just becoming rich. It is a way to pursue your passion and fulfill your dreams, while contributing to the society. Investment means to allocate money (or sometimes another resource, such as time) in the expectation of some benefit in the future. Every business needs some kind of investment, operating model and client base in order to start and sell the products to generate revenue. This lecture was organized to let students understand arranging and managing seeding capital to start their own venture. Madam mentioned that initial investment could be a challenge every time to start a business. One needs its own money or an investor who can provide funding to start. Even if you have enough resources to start with, task is to get best return on investment.</p> <p>She explained that to start a business with zero investment is a different thing and starting it at a low cost budget is a different thing. If you are among those people who are considering to start a business with zero investment, and looking out for options, here we have feasible options for you!</p> <ul style="list-style-type: none"> • Start with social media -Social media platforms like Facebook, Twitter and Instagram cater to a wide audience. Understanding your target market and planning your posts accordingly can give your business a head start.

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| | <ul style="list-style-type: none">• Find free selling platforms- There are multiple platforms that allow you to list your products free of cost. This gives your brand better exposure and services without spending anything on marketing.• Utilise low-cost services-consultancy services, HR placement etc. |
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The session was indeed an interactive and knowledgeable session for the students.