

From Strategy to Success: Using SWOT and AI Tools in Your Startup Journey

Organized by:

Institution's Innovation Council (IIC)

in collaboration with the

**Department of Computer Science, Babbar Akali Memorial Khalsa
College, Garhshankar**

Date: 11th October 2025

Time: 11:00 AM

Venue: ICT Lab

Objective of the Event

The main objective of this event was to enhance students' understanding of how to effectively use SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis and Artificial Intelligence (AI) tools to build, evaluate, and grow their startup ideas. The session aimed to bridge the gap between theoretical business strategy and practical AI-driven decision-making in entrepreneurship.

Event Overview

The session titled "*From Strategy to Success: Using SWOT and AI Tools in Your Startup Journey*" was conducted under the banner of the Institution's Innovation Council (IIC) in collaboration with the Department of Computer Science. The event provided a platform for students to explore innovative

startup strategies through modern analytical tools and AI-based solutions.

The session began with a brief introduction about the significance of innovation and AI in entrepreneurial success. Participants learned how to apply SWOT analysis effectively to assess their startup potential and how to integrate AI tools to gain market insights, optimize business operations, and make data-driven decisions.

Key Highlights

- Discussion on real-world startup challenges and strategic planning.
 - Demonstration of AI tools that can assist in idea validation and market analysis.
 - Guidance on identifying strengths and opportunities for sustainable startup growth.
 - Interactive Q&A session where students discussed their startup ideas and received expert feedback.
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Resource Persons

- **Convenor:** Asst. Prof. Kamini
- **HOD:** Dr. Ajay Dutta
- **Principal:** Dr. Amandeep Heera

Outcome of the Event

The participants gained practical insights into how AI and SWOT analysis can collectively contribute to startup success. The event inspired several students to refine their business ideas and explore entrepreneurship as a viable career path. It also encouraged participants to adopt analytical and technology-based approaches in their future ventures.

Conclusion

The event was a great success, fostering innovation and strategic thinking among the students of the Department of Computer Science. The collaboration between the Institution's Innovation Council and the department successfully fulfilled its objective of promoting entrepreneurial learning through modern tools and frameworks.