



THE ENTREPRENEURIAL DIGEST

VOL. 1 | ISSUE 7

OCTOBER 2020

FEATURES

TERMS OF THE MONTH

PAGE 1

BIZARRE
BREAKTHROUGH

PAGE 2

APPLE DOMINATES
STAGNANT TABLET
MARKET?

PAGE 3 & 4

THE HISTORY OF
PORTABLE MUSIC

PAGE 5

THE MOST VALUABLE
BRANDS IN INDIA

PAGE 6

TERMS OF THE MONTH

ACQUI-HIRING

Acqui-hiring: Acqui-hiring or Acq-hiring is a neologism which describes the process of acquiring a company primarily to recruit its employees, rather than to gain control of its products or services.

PRODUCT/MARKET FIT

Product/market fit, also known as product-market fit, is the degree to which a product satisfies a strong market demand. Product/market fit has been identified as a first step to building a successful venture in which the company meets early adopters, gathers feedback and gauges interest in its product.

CLIFF VESTING

It is the process by which employees earn the right to receive full benefits from their company's qualified retirement plan account at a specified date, rather than becoming vested gradually over a period of time.

EVENTS WE HELD THIS MONTH

BIZARRE BREAKTHROUGH WITH MR YASH KOTAK Co-founder and Director Bombay Hemp Co. Pvt. Ltd



Celebrate progress
over success



Gone are the days of
competition, its now
time to collaborate
and co-exist



Be agile,
improvise adapt
overcome



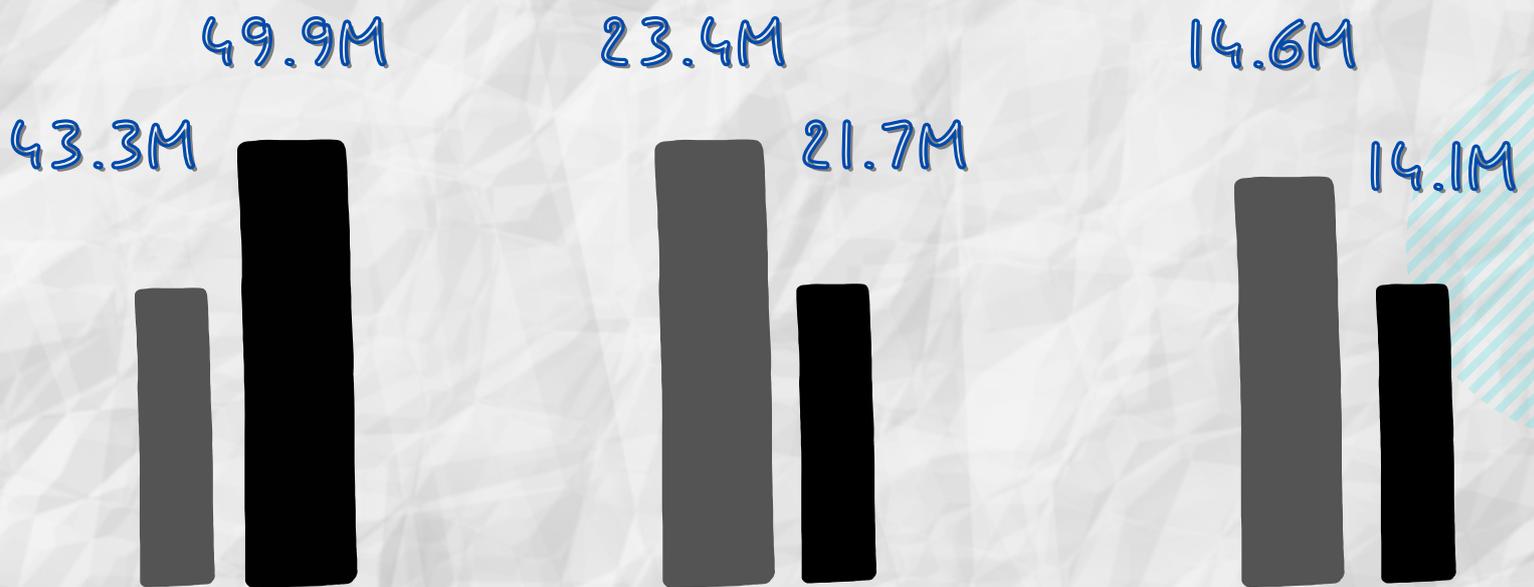
Go fast or go far



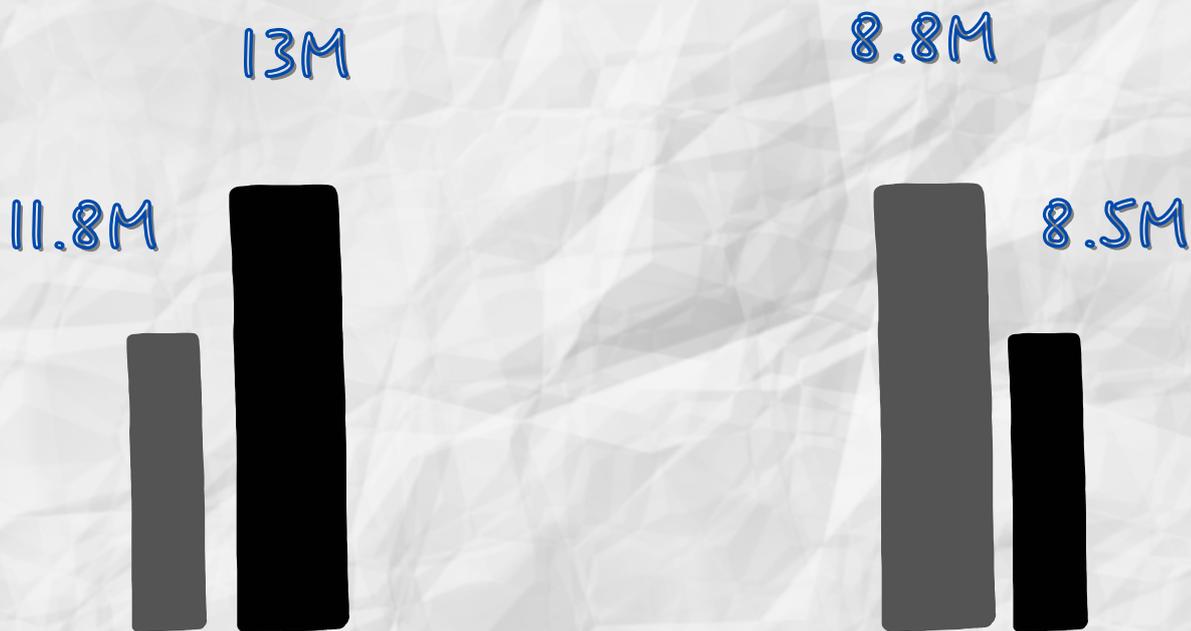
Dont lose sight over why you
started in the first place

APPLE DOMINATES STAGNANT TABLET MARKET?

Aside from the latest Apple Watch, Tuesday's pre-taped event also included the official unveiling of a re-designed iPad Air, the mid-range tablet in Apple's line-up. Both Apple Watch and iPad share the misfortune of being overshadowed by the iPhone despite being industry-leading in their own right.



APPLE SAMSUNG HUAWEI



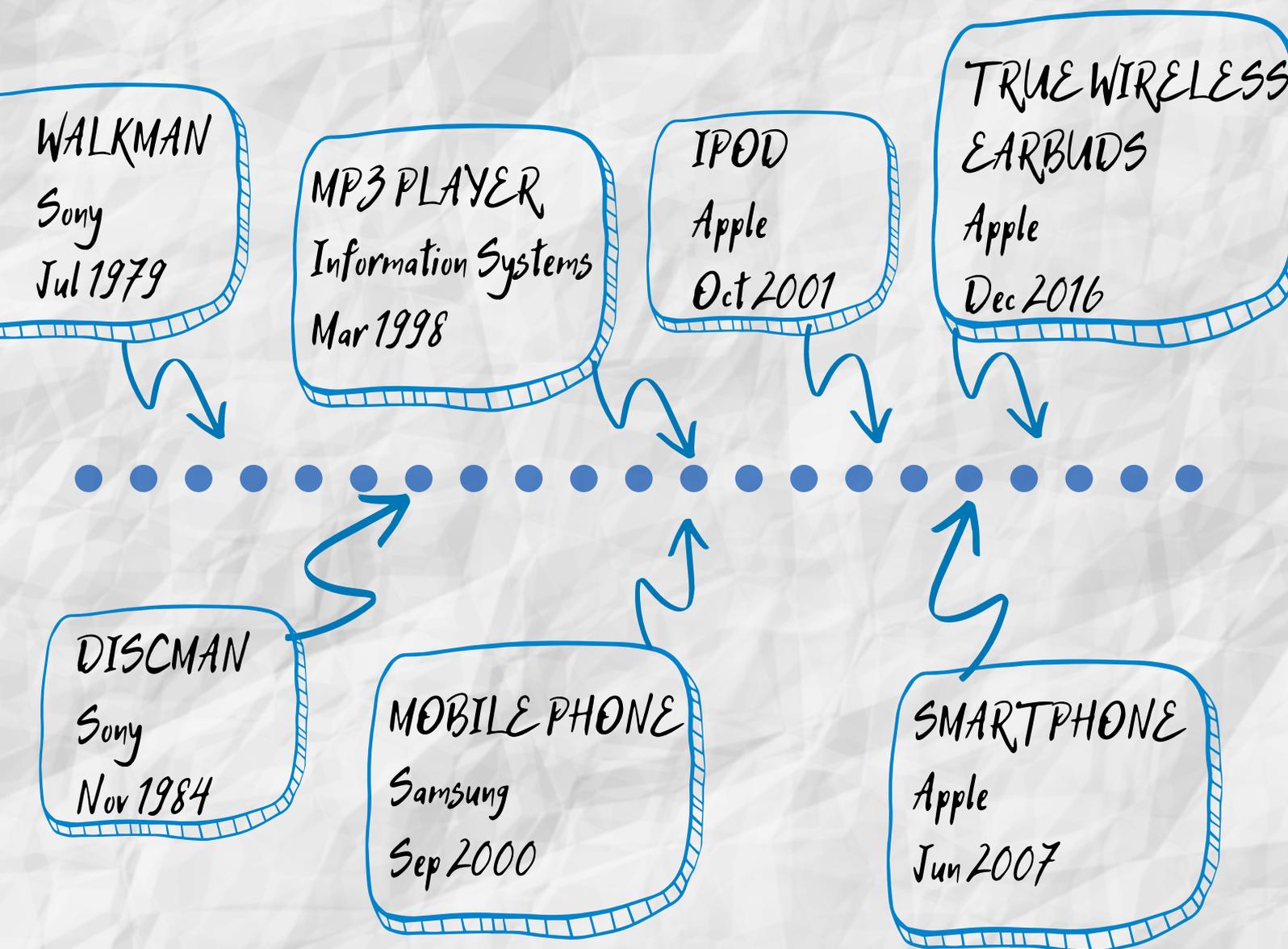
AMAZON

LENOVO

With many people working and/or studying from home during the COVID-19 pandemic, the tablet market returned to growth in the second quarter of 2020. This could mark a window of opportunity for manufacturers, after tablets had suffered from the rise of ever-growing smartphones in recent years.

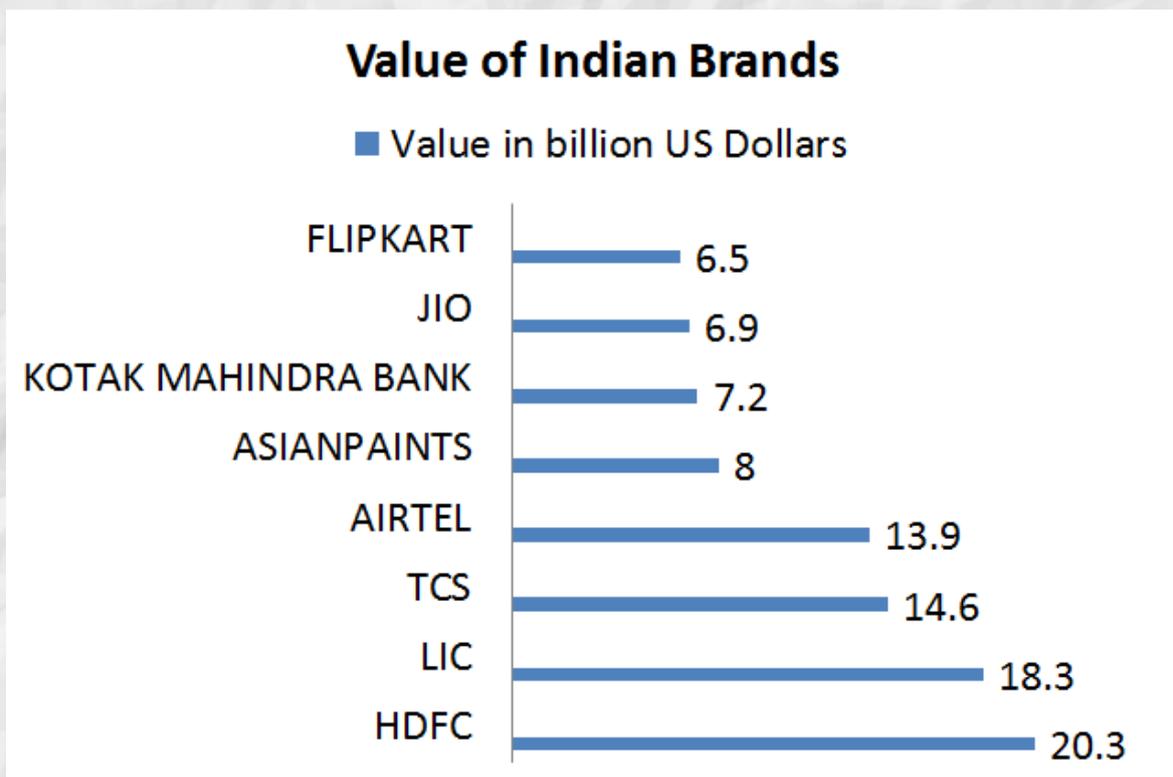
THE HISTORY OF PORTABLE MUSIC

When Sony introduced the first walkman in 1979, the portable, if dunky, cassette player was a total gamechanger. Much to the disdain of some people that saw the walkman as "a potent symbol of an antisocial electronic future" and "worried about the fate of humanity".



BRAND RANKING: THE MOST VALUABLE BRANDS IN INDIA

- Kantar released their Brand3 report today, listing the 75 most valuable brands in India.
- HDFC, the frontrunner, stood at a brand value of \$20.3 billion, and is one of the three banks ranked among the top 10.
- E-commerce retailer Flipkart has significantly improved its standing, growing its value by 40 percent and placing it at rank 8, right before Paytm.
- Other brands that moved up the ranks include Airtel (+36%), Reliance (+102%, rank 25) and Zomato (+51%, rank 39).
- Indian tech companies could once again improve their ranking opposite more established brands.





Dr. Rakhi Sharma
 Faculty Convener
 Jai Hind
 Entrepreneurship
 Cell & Skill Hub



Siddharth Jalan
 Student President
 Jai Hind
 Entrepreneurship
 Cell & Skill Hub

**Newsletter curated by
 Isha Jhunjunwala & Tania Lalla**



jaihindesummit



**Jai Hind College
 Entrepreneurship
 Summit**



jaihindesummit.com



jaihindesummit



**Jai Hind
 College
 E-Summit**