



Venture Center
 100, NCL Innovation Park
 Dr. Homi Bhabha Road, Pune –411008
 Email: eventsdesk@venturecenter.co.in
 Phone: +91-20-20250934

**Workshop on
 “Nuts and bolts of starting a new business”**

Learn	Learn about legal, financial and operational intricacies of setting up a new business
Organized by	<ul style="list-style-type: none"> • Venture Center – a Technology Business Incubator
For whom	<ul style="list-style-type: none"> • Industry professionals and aspiring entrepreneurs • Students wishing to start their businesses • Entrepreneurs who are in the process of setting up or have just set up their early state ventures <ul style="list-style-type: none"> • Maximum 35 seats; First-come-first-serve.
When	Saturday, 4 August, 2012 Saturday, 11 August, 2012 Saturday, 18 August 2012 Saturday, 25 August 2012 9.00 am - 1.00 pm
Where	E-classroom Venture Center, 100 NCL Innovation Park, Dr. Homi Bhabha Road, Pune-411008
Contact	Ms. Lipika Biswas Phone: 020-25865877/64011026 Email: eventsdesk@venturecenter.co.in Step 1 : Online Payment http://www.eventnu.com/events/detail/12336 Step 2 : Add your Profile details here (Pre workshop reading material) http://advantage-consulting.in/workshop-newbiz.html#
Cost	<ul style="list-style-type: none"> • Entrepreneurs/Individuals: Rs. 3500 • Students with valid ID card: Rs.2500 • NCL students and staff: Rs.2000



Venture Center
100, NCL Innovation Park
Dr. Homi Bhabha Road, Pune –411008
Email: eventsdesk@venturecenter.co.in
Phone: +91-20-20250934

Introduction

This workshop is aimed at providing participants with basic understanding of how to set up a new business. It will equip participants with a working knowledge of regulatory and business environment in India. Participants will learn to prepare basic financial forecasts, decide on the legal entity suitable for their business idea and identify sources of funds. The workshop also touches upon key operational issues such as hiring and retaining manpower and pricing services/products.

Key highlights:

- Interact with and learn from experts and other entrepreneurs
- Blended instruction medium of interactive and case study based sessions and access to restricted website with online compilation of resources
- Exclusive course material including slides, case studies and application notes
- Certificate of Participation issued by Venture Center

Course Outline

- Business planning and financial forecasts
- Structuring and funding a start-up
- Basics of business taxation and costing of products / services
- HR strategy and operational issues






Venture Center
 100, NCL Innovation Park
 Dr. Homi Bhabha Road, Pune –411008
 Email: eventsdesk@venturecenter.co.in
 Phone: +91-20-20250934

wColumn	Time	Session title	Lead
Day 1 , (4 th August)	9:00 to 9:30	Registration	
	9:30 to 10:30	Introduction to the course and faculty	
		•Importance of a business action plan	Sujata Bogawat
	10:30 to 11:00	Tea	
	11:00 to 12:00	•Various types of business entities in India •Procedure of incorporation of a company	Jayesh Baheti
	12:00 to 13:00	Group exercise	
Day 2 (11 th August)	9:00 to 9:30	Activity / video	
	9:30 to 10:30	•Financial forecasting - Balance sheet, income statement, and cash flow statements •Start-up costs	Sujata Bogawat
	10:30 to 11:00	Tea	
	11:00 to 12:00	•Start-up funding options and pros and cons of each	Kaushik Gala
	12:00 to 13:00	Group exercise	
Day 3 (18 th August)	9:00 to 9:30	Activity / video	
	9:30 to 10:30	•HR strategy – hiring, compensation planning, retention incentives	Protima Sharma
	10:30 to 11:00	Tea	
	11:00 to 12:00	•Cost structure – variable/fixed, break-even analysis •Gross profit, net profit •Product / service pricing	Sujata Bogawat
	12:00 to 13:00	Group exercise	
Day 4 (25 th August)	9:00 to 9:30	Activity / video	
	9:30 to 10:30	•Regulatory business environment in India •Business Taxation [Indirect taxes (VAT, CST, Excise, Service Tax), Direct taxes (Income Tax, TDS)]	Sujata Bogawat
	10:30 to 11:00	Tea	
	11:00 to 13:00	Case study and group presentations	
	13:00 to 13:30	Conclusion and Certificate Distribution	
	16.00 to 17.00	Participate in 'Meet the Investor Series ' (Awaiting speakers confirmation)	



Venture Center
100, NCL Innovation Park
Dr. Homi Bhabha Road, Pune –411008
Email: eventsdesk@venturecenter.co.in
Phone: +91-20-20250934

Anchor Faculty	
	<p>Sujata Bogawat Director of Advantage Business Consulting –a financial and business consulting firm based in Pune.</p> <p>Sujata Bogawat is a CA and also holds a Business Management degree from NMIMS, Mumbai. She has diverse experience of over a decade across manufacturing and services industries; including start-ups, not-for-profit and eCommerce companies.</p> <p>She has expertise in the field of financial management and accounting, auditing, legal and statutory compliance, budgeting, ERP implementation and fund raising.</p>
Other Faculty	
	<p>Jayesh Baheti Founding partner of Baheti & Somani, Chartered Accountants and Director of Cogeme Precision Parts (I) Pvt. Ltd.</p> <p>Jayesh Baheti, FCA, DISA, is also a Certified JCI-Trainer by Junior Chamber International. He is currently the Chair- Youth Affairs of Young Indians-Pune. Jayesh has over nine years of experience in the areas of business modeling, audit and corporate training and consulting.</p> <p>He actively mentors entrepreneurs and has been a mentor to the participants as well as judge for a national business competition of “Indiapreneur – 2009”.</p>
	<p>Kaushik Gala India Principal at AcceleratorIndia and Sr. Manager - New Ventures at Venture Center.</p> <p>Kaushik Gala, MBA (University of Texas, Austin), MS-EE (UM, Minneapolis), BE (COEP), brings over 13 years of technology and business experience, including professional stints at Motorola, Freescale and IPVALUE, and most recently Venture Center, where he worked closely with science and technology startups in the Pune region. At AcceleratorIndia, he helps UK technology businesses grow into India.</p> <p>He also mentors the seed funding activities at Venture Center, and is a BoD nominee for one investee company.</p>



Venture Center
100, NCL Innovation Park
Dr. Homi Bhabha Road, Pune –411008
Email: eventsdesk@venturecenter.co.in
Phone: +91-20-20250934



Protima Sharma

Founding partner of PeopleWiz Consulting.

Protima Sharma, BE (Pune Univ), MBA (IISc, Bangalore), is a certified PRINCE 2 Practitioner and also holds a certification in Competency mapping. She started her career in HR with Thermax Ltd and moved on to TCS where she worked with several clients across UK and Europe. Protima has significant experience in implementing various people processes and managing large scale changes in the manufacturing, utilities and engineering sector.

About the organizers

About Venture Center

Entrepreneurship Development Center (Venture Center) – a CSIR initiative – is a Section 25 company hosted by the National Chemical Laboratory, Pune. Venture Center strives to nucleate and nurture technology and knowledge-based enterprises by leveraging the scientific and engineering competencies of the institutions in the Pune region in India. The Venture Center is a technology business incubator supported by the Department of Science & Technology's National Science & Technology Entrepreneurship Development Board (DST-NSTEDB). Venture Center's focuses on technology enterprises offering products and services exploiting scientific expertise in the areas of materials, chemicals and biological sciences & engineering. For more information, visit <http://www.venturecenter.co.in>

About Advantage Business Consulting

ADVANTAGE Business Consulting (ABC) is a financial and business consulting firm specializing in a broad array of services with a particular focus on start-ups and SME/ emerging businesses.

ABC provides services in:

- Setting up ventures;
- Handling key management functions of finance, taxation, legal and general administration;
- Supporting the entire back end of start-up businesses.

The idea is to allow the promoters to focus on their core technical expertise, while the firm manages all back end operations. ABC takes up specific roles, as required, to assist during new venture set-up or as businesses scale up, or undergo transition.

For more information, visit <http://www.advantage-consulting.in>