

## 5 day workshop on “Nuts and bolts of starting a new IT/ITeS business”

Learn	Learn about legal, financial and operational intricacies of setting up a new IT /ITeS business							
Organized by	<ul style="list-style-type: none"> <li>• Venture Center – a Technology Business Incubator.</li> <li>• Advantage Business Consulting –a financial and business consulting firm.</li> </ul>							
For whom	<ul style="list-style-type: none"> <li>• Industry professionals and aspiring entrepreneurs</li> <li>• Students wishing to start their businesses</li> <li>• Entrepreneurs who are in the process of setting up or have just set up their early state ventures</li> </ul> <ul style="list-style-type: none"> <li>• Maximum 35 seats; First-come-first-serve.</li> </ul>							
When	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">Saturday, 1 December, 2012 9.00 am - 1.00 pm</td> <td style="text-align: center;">Saturday, 8 December, 2012 9.00 am - 1.00 pm</td> </tr> <tr> <td style="text-align: center;">Saturday, 15 December, 2012 9.00 am - 1.00 pm</td> <td style="text-align: center;">Saturday, 22 December, 2012 9.00 am - 1.00 pm</td> </tr> <tr> <td colspan="2" style="text-align: center;">Saturday, 29 December, 2012 9.00 am - 5.00 pm</td> </tr> </table>		Saturday, 1 December, 2012 9.00 am - 1.00 pm	Saturday, 8 December, 2012 9.00 am - 1.00 pm	Saturday, 15 December, 2012 9.00 am - 1.00 pm	Saturday, 22 December, 2012 9.00 am - 1.00 pm	Saturday, 29 December, 2012 9.00 am - 5.00 pm	
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Where	E-classroom Venture Center, 100 NCL Innovation Park, Dr. Homi Bhabha Road, Pune-411008							
Contact	Ms. Lipika Biswas Phone: 020-20250934/ 25865877 Email: <a href="mailto:eventsdesk@venturecenter.co.in">eventsdesk@venturecenter.co.in</a>							
Cost	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Entrepreneurs/Individuals</td> <td>Early Bird :- Rs. 3500/- (upto 20 Nov. 2012) After 20 Nov. '12 - Rs 4500/-</td> </tr> <tr> <td>Students with valid ID card</td> <td>Rs.3000/-</td> </tr> <tr> <td>NCL students and staff</td> <td>Rs.2500/-</td> </tr> </table>		Entrepreneurs/Individuals	Early Bird :- Rs. 3500/- (upto 20 Nov. 2012) After 20 Nov. '12 - Rs 4500/-	Students with valid ID card	Rs.3000/-	NCL students and staff	Rs.2500/-
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## 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 an IT start-up
- Basics of business taxation and costing of products / services
- HR strategy and operational issues
- Product development, IP/legal issues

Date	Time	Session title	Lead
Day 1 , (1 <sup>st</sup> December)	9:00 to 9:30	Registration	
	9:30 to 10:30	•Introduction to the course and faculty	
		•Business planning: an overview	Sujata Bogawat
	10:30 to 11:00	Tea	
	11:00 to 12:00	• Product development and business idea validation	To be confirmed
	12:00 to 13:00	Group exercise	
Day 2 (8 <sup>th</sup> December)	9:00 to 10:00	•Various types of business entities in India •Procedure of incorporation of a company	To be confirmed
	10:00 to 10:30	Activity / video	
	10:30 to 11:00	Tea	
	11:00 to 13:00	•Financial forecasting - Balance sheet, income statement & cash flow statements •Start-up costs	Sujata Bogawat
Day 3 (15 <sup>th</sup> December)	9:00 to 10:00	•Start-up funding options, pros and cons of each	Sujata Bogawat
	10:00 to 10:30	Activity / video	
	10:30 to 11:00	Tea	
	11:00 to 12:00	•HR strategy - hiring, compensation planning, retention incentives	Protima Sharma & Shyne Devasia
	12:00 to 13:00	•Protecting your idea, Patents, Copyrights etc	Hasit Seth
Day 4 (22 <sup>nd</sup> December)	9:00 to 10:30	• IT infrastructure set-up	To be confirmed
	10:30 to 11:00	Tea	
	11:00 to 13:00	•Variable/ fixed costs, break-even analysis, Pricing	Sujata Bogawat
Day 5 (29 <sup>th</sup> December)	9:00 to 10:30	•Regulatory business environment in India •Business Taxation [Indirect taxes (VAT, Service Tax), Direct taxes (Income Tax, TDS)]	Sujata Bogawat
	10:30 to 11:00	Tea	
	11:00 to 13:00	Group presentations and discussions	
	13:00 to 14:00	Lunch	To be confirmed
	14:00 to 16:00	Individual queries/ one-on-ones	Sujata Bogawat
	16:00 to 17:00	Meet the Investor	To be confirmed

Anchor Faculty	
	<p><b>Sujata Bogawat</b>            Director of Advantage Business Consulting –a financial and business consulting firm based in Pune.</p> <p><b>Sujata Bogawat</b> is a CA and also holds a MBA degree from NMIMS, Mumbai. She has diverse experience of over a decade across manufacturing &amp; services industries; including start-ups, not-for-profit &amp; 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><b>Protima Sharma</b>            Founding partner of PeopleWiz Consulting.</p> <p><b>Protima Sharma</b>, 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.</p>
	<p><b>Hasit Seth</b>            Director - Cofluence Consulting</p> <p><b>Hasit Seth</b>, B.Sc, LL.B, LL.M (Commercial Law, Mumbai Uni.,Gold Medal), LL.M in IP (FPLC, USA), Member of the New York Bar, has over 14 years of experience in eLearning, Negotiation, Innovation Culture, Technology and IP Consultancy, IP Litigation, IP Licensing, and Patent Law.</p>



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## 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>