

Workshop on
Entrepreneurship Capacity Building
 under the aegis of the Power of Ideas Program
Dec 1, 2012

Learn	Essentials of Business Planning Fundamentals of Raising Investments Communicating Value Proposition and Making a Pitch
For whom	Participants of Power of Ideas Program from Pune region
When	Saturday, 1 December 2012 Timings: 9.00 am – 6.45 pm
Where	Training Room, Venture Center 100 NCL Innovation Park Dr. Homi Bhabha Road, Pune-411008
Contact	Miss. Lipika Biswas 100, NCL Innovation Park, Dr. Homi Bhabha Road, Pune-411008 Phone: +91-20-20250934 / 25865877 Email: eventsdesk@venturecenter.co.in Website: www.venturecenter.co.in
Cost	Free
Organizers	<ul style="list-style-type: none"> • Venture Center, Pune • Centre for Innovation Incubation and Entrepreneurship (CIIE), IIM-Ahmedabad
Sponsors of PoI	<ul style="list-style-type: none"> • National Science and Technology Entrepreneurship Development Board, Department of Science and Technology, Govt of India

OBJECTIVE

The objective of this workshops for budding entrepreneurs is:

- Learn about business planning
- Capacity development in key areas related to starting up a business.
- Gain access to high quality mentors and guides in the Pune region.
- Gain access to other entrepreneurs in the city creating a community of sorts.
- Gain access to Venture Center facilities which can help in the early stages of starting up

WORKSHOP INCLUDES

Workshop includes:



- Course material
- Lunch/tea/coffee
- Free reference access to Venture Center Library

WORKSHOP SESSIONS

Timing	Session Title	Duration (min)	Speakers
09.00-09.15	Registration	15	
09.15- 09.30	Welcome and Introduction to Venture Center	15	Veena Radhakrishnan
09.30-09.45	Introduction to CIIE	15	TBA (from CIIE)
09.45-10.00	Introduction to the workshop	15	Veena Radhakrishnan
10.00-11.00	Essentials of Business Planning – Part 1 – The Opportunity <ul style="list-style-type: none"> • Purpose of a business plan; Elements of a good business plan • Importance of identifying customer pain point; Describing the solution; Getting validation - why is consumer traction important? • Market and industry/competition analysis • Q&A 	60	V. Premnath
11.00-11.15	Tea	15	
11.15-12.15	Fundamentals of Raising Investments- Part 1 <ul style="list-style-type: none"> • Funding- a mean and not an end • Investment landscape in India • Equity vs debt • Venture Capital business model • Early stage grants and investments available 	60	Magesh Nandagopal
12.15-12.45	Raising Investments-Part 2 <ul style="list-style-type: none"> • A Success Story 	30	Samir Kamat
12.45-14.00	Lunch		
14.00-14.15	Incubation system in India	15	Devanshi Patel
14.15- 15.00	Essentials of Business Planning – Part 2.1 – The Execution Plan <ul style="list-style-type: none"> • Explaining unit economics; cost structure 	45	Sujata Bogawat

	<ul style="list-style-type: none"> Creating a financial model; Elements of financial planning; Start up fund Q&A		
15.00-15.30	Essentials of Business Planning – Part 2.2 – The Execution Plan <ul style="list-style-type: none"> Describing strategy- production, sales, marketing and after sales service; Operational plan; Gantt charts Q&A	30	Dr. Sunil Ghokale
15.30-16.30	Exercise: assessing their current stage and identifying next steps facilitated by mentors	60	Mentors
16.30-17.00	Twitter pitch- Communicating value in one sentence	30	Sachin Bhide
17.00-17.15	Tea	15	
17.15-17.45	Break out- Creating Twitter pitches	30	By participants
17.45-18.15	Refining Twitter pitches	30	Sachin Bhide
18.15-18.45	Conclusion and Feedback	30	

SPEAKERS (alphabetical order of surname)

 <p>Sachin Bhide</p>	<p>Current affiliation: Chief Management Consultant , Eha Management Consultancy</p> <p>Education: MBA, M.Com, Pursuing PhD</p> <p>Expertise: General, strategy, & marketing management</p>
 <p>Sujata Bogawat</p>	<p>Current affiliation: Director of Advantage Business Consulting –a financial and business consulting firm based in Pune.</p> <p>Education: CA, Business Management degree from NMIMS, Mumbai</p> <p>Relevant experience: Financial planning and management, Raising VC investments; Business administration and management</p> <p>Expertise: Company creation, financial management and accounting, auditing, legal and statutory compliance, budgeting, ERP implementation and fund raising.</p>
 <p>Sunil Gokhale</p>	<p>Current affiliation: Entrepreneur, Contributory faculty to Symbiosis, Fergusson College, Department of Electronic Science, Pune University; Legal consultant to Deenanath Mangeshkar Hospital for clinical trials and clinical Research;</p> <p>Education: Ph.D (Physics), Diploma in Journalism, LLB</p> <p>Expertise: In law: Business Laws and Family Laws, In media: technical reports, technical communication, content writing</p>

 <p>Samir Mangesh Kamat</p>	<p>Current affiliation: CEO & Co-Founder, Splashgain Technology Solutions Pvt. Ltd.</p> <p>Education: B.Tech (Mech Engg.); M.S.(BITS Pilani), PG Diploma in Finance</p> <p>Expertise: Product Engineering, Software Quality Assurance & Testing, large scale program management, Delivery Centre Operations Management, Pre-sales and Sales. Building scalable teams, Key Account Management</p>
 <p>Magesh Nandagopal</p>	<p>Current affiliation: Scientist, NCL Innovations</p> <p>Education: PhD (Polymer Science) & MBA (Finance & Operations), University of Connecticut</p> <p>Relevant experience: Assessment, Valuation, portfolio management & marketing</p> <p>Expertise: Technology assessment, valuation, marketing and commercialization; Funding landscape for start-ups in India, New product development in chemical/material sciences,</p>
 <p>Devanshi Patel</p>	<p>Current affiliation: Scientist Fellow, NCL Innovations Resource Center, National Chemical Laboratory</p> <p>Education: Bachelor of Biotechnology, Griffith University, Australia Master of Biotechnology, University of Queensland, Australia. PGD in IPR Law, NLSIU, Bangalore, India (pursuing)</p> <p>Expertise: Early stage technology assessment, Technology marketing, Tech transfer/ commercialization, Technology start-up incubation</p>
 <p>Premnath Venugopalan</p>	<p>Current affiliation: Head, NCL Innovations, NCL; Head, IP Group, NCL; Scientist, PSE, NCL; Director, Venture Center</p> <p>Education: PhD (MIT), B. Tech (IIT-B) (Chemical engineering, Polymers, Biomedical materials); Chevening Technology Enterprise Fellow (Cambridge/ London Business School)</p> <p>Expertise: Technology development and commercialization; Incubation; Intellectual property</p>

ABOUT THE ORGANIZERS

	<p>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.</p> <p>For more information, visit http://www.venturecenter.co.in/</p>
 Centre for Innovation Incubation and Entrepreneurship	<p>Entrepreneurship (CIIE) fosters innovation driven entrepreneurship in India through incubation, investment and training. CIIE's incubation and investment activities received an impetus in 2007 following the creation of a dedicated physical infrastructure with support from IIM Ahmedabad, Government of India and the Gujarat Government and setting up of an autonomous entity (called CIIE Initiatives) for CIIE's incubation and investment activities. Apart from incubating and investing in over 50 innovative ventures across the high-tech sector, CIIE has taken up several initiatives to strengthen India's entrepreneurial ecosystem by providing mentoring, financial and knowledge inputs.</p> <p>More information: http://www.ciieindia.org/</p>
	<p>The Economic Times partners with CIIE and Department of Science and Technology to bring the next edition of India's largest and arguably the best startup search program- The Power of Ideas 2012. Over a period of 3 months, selected startups would undergo one on one mentoring, evaluation by experts and a 10 day intensive workshop at IIM Ahmedabad to pitch for a corpus of INR 6.2 Crore.</p> <p>In the previous edition, 45 startups received cash awards of INR 1.95 Crore and 15 received seed funding of INR 3 Crore. These startups went on to raise angel funding of more than INR 22 Crore from India's leading angels and VCs.</p> <p>More information: http://www.ciieindia.org/programmes/power-of-ideas</p>