



VENTURE
CENTER



Incorporation Day Lecture

Wednesday, 10 Jan 2018 | Time: 4 pm – 5.30 pm

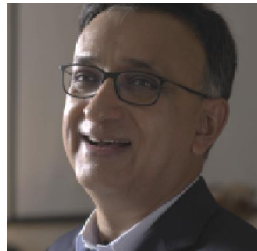
Lecture Theatre, Venture Center, 100 NCL Innovation Park

*Special Talk on the occasion of the completion of 10 years since incorporation of Venture Center
on*

Scaling your Venture dream: The path ahead

By

Mr. Srikant Sastri



Srikant Sastri is a seasoned entrepreneur and bridge-builder. He provides strategic leadership as the co-founder of Crayon Data, the ambitious Singapore-headquartered start-up, which aims to build a global business around a Big Data platform and products. This is his third start-up. As a successful entrepreneur, Srikant had founded India and Southeast Asia's largest CRM & Digital agency, Solutions – Digitas, in 1995. The business achieved scale (2000 employees) and market leadership before being acquired by the Publicis Groupe. In his most-recent role as VivaKi India Chairperson, Srikant led an ambitious M&A strategy to help the Publicis Groupe establish digital leadership in India, through three cutting-edge acquisitions. Respected as a leading marketing & CRM practitioner, Srikant started his career at Unilever and McCann – Erickson, and was recently inducted into the DMAi 'Hall of Fame'. He has been on the jury at Cannes Advertising Festival. At Crayon Data, Srikant loves being in the midst of crazy ideas, energetic people, and ambiguity. Srikant works closely with, and nurtures several tech start-ups, and is an active angel investor. He earned an Engineering degree from IIT, Kanpur and a Post-Graduate qualification in Management from IIM, Calcutta

Abstract of the talk

Most entrepreneurs build a venture to pursue a passion or dream that's dear to them. In most cases, they are solving real problems the world faces. However, the path from dream to real success is rocky, uncertain, and challenging. With, unfortunately, a high mortality rate of ventures But the good news is that there's plenty of history to learn from. Best practices that will smoothen the journey, even if they can't guarantee success. Not having to re-invent the wheel, and knowing what mistakes to avoid increases the chances of success.

The startups & incubatees at NCL Venture Center represent the brightest among India's science and engineering talent. The infrastructure, resources, early funding & mentoring at NCL Venture Center provides the right foundation.

The 'talk' will focus on best practices that these startups can use in their scaling-up journey from NCL Venture Center to a bigger platform-nationally or globally. Delving into my own experience and that of others, I hope to trigger active thinking around a set of topics that are critical.

Free talk; Open for all | Register here: <http://bit.ly/2p41VcO>