



Entrepreneurship Workshops Series – 2018

| Workshop and <i>M-Clinic</i> on The Art & Science of Effective Start-up Storytelling <i>- Organized by Venture Center -</i> | |
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| Potential gains | <ul style="list-style-type: none"> • How to tell the story of your startup and business effectively! • Hands-on sessions to chalk out the rough story line for your own companies and critically examine it. |
| Organized by | <ul style="list-style-type: none"> • Venture Center |
| Supported by | <ul style="list-style-type: none"> • BIRAC Regional BioInnovation Center (BRBC) under Venture Mentoring Service • BIRAC BioIncubator at Venture Center |
| For whom | <ul style="list-style-type: none"> • Founders of startup companies incubated at Venture Center who have reached a stage of pitching to commercial investors. |
| When | Saturday 30 June 2018 Time: 09:00 am – 01:30 pm |
| Where | Lecture Theatre, Venture Center, 900 NCL Innovation Park, Dr. Homi Bhabha Road, Pune - 411008 |
| Contact | <p>Technical queries: Ms Soma Chattopadhyay +91 9172232211 managerincubator@venturecenter.co.in</p> <p>Logistical queries: Ms Lipika 020-25865877/75/76 eventsdesk@venturecenter.co.in</p> |
| Cost | <p>Seats limited to only 12 seats <i>The event is FREE for participants. But a refundable deposit of Rs 1000 shall apply for booking and confirming the seat.</i></p> <p>Eligibility: The applicant should be</p> <ul style="list-style-type: none"> • FOUNDER of a startup responsible for fund raising, AND, • Startup has to be a PLC. Startup has to be at a stage where they are raising or about to raise money from commercial investors. Usually, early POC and prototyping would have been completed. <p>How to apply?</p> <ul style="list-style-type: none"> • Apply online at: https://bit.ly/2MGFdiq • Organizers reserve the right to accept or refuse or delay registrations so to optimize the composition of the group and hence maximize learning for all participants. Participation to the workshop will be based on your application and inputs from the faculty. The organizers will get back to you inviting you to participate after reviewing all the applications received. • Invited applicants can then confirm their participation by depositing Rs 1000 (refundable after the event). |



Introduction

This workshop is aimed at startups that have reached a stage of pitching to investors. The workshop shall be a hands-on workshop that will aim to teach the art and science of telling the business story of your company to investors and other stakeholders.

The event plans to have hands-on sessions where entrepreneurs will work with the mentor to chalk out the rough story line for their own companies and critically examine it.

The workshop is limited to only 12 participants.

Eligibility: The applicant should be

- FOUNDER of a startup responsible for fund raising, AND,
- Startup has to be a PLC
- Startup has to be at a stage where they are raising or about to raise money from commercial investors. Usually, early POC and prototyping would have been completed.

Workshop Outline

Workshop shall consist of:

- Talks and classroom sessions and Q&A sessions
- Hands-on workshop and working on your own "Story"

Workshop includes

- Workshop includes tea, snacks and lunch at the Innovation Café
- Mr Srikanth Sastri has offered to provide mentoring inputs for the selected entrepreneurs beyond the workshop as well.

Workshop excludes

Please note, the participants will have to arrange for their own travel/local transport and accommodation and dinners.

Other information

General information and useful contacts regarding Pune city are available on:

<http://www.venturecenter.co.in/puneguide/>



Workshop Schedule

| Time (hrs) | Duration (Min) | TOPIC | Workshop mentor |
|------------|----------------|---|-----------------|
| 0900-1100 | 120 | SESSION 1: <ul style="list-style-type: none"> • Introduction and plan of the workshop • Key points and examples • Workshop mode exercise | Srikant Sastri |
| 1100-1130 | 30 | Networking tea | |
| 1130-1330 | 120 | SESSION 2: <ul style="list-style-type: none"> • Discussion and further points • Workshop and presentation session • Closure and final words | Srikant Sastri |
| 1330-1430 | 60 | Lunch | |

About the Faculty/ Mentor



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.

Some interesting videos https://www.youtube.com/watch?v=ksQU_IXHU5U and <https://www.linkedin.com/in/srikantsastri1>



| About the Organizers | |
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|  | <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 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/</p> |

| Supported by | |
|---|---|
|  | <p>BRBC is a resource intensive center set up by BIRAC at Venture Center. Through its diverse initiatives, BRBC aims to significantly impact the translation of high quality innovative ideas across diverse ecosystems into viable and sustainable business enterprises. BRBC Initiatives includes Venture Mentoring Service; Venture Base Camps Regulatory Information and Facilitation Center and BioIncubation Practice School. More on: http://www.brbc.venturecenter.co.in/</p> |
|  | <p>The BioIncubator at Venture Center aims to nucleate and nurture technology and knowledge-based enterprises leveraging knowledge in the areas of biotechnology (biopharma, agrobiotech, industrial biotech, clean technology), biomedical engineering/devices/ diagnostics, biomass value addition/ renewable fuels/chemicals/materials, bioinformatics, bio/medical services and related disciplines. Created with support from DBT-BIRAC under the Bioincubator Support Scheme. For more information, visit http://www.bioincubator.venturecenter.co.in/</p> |
|  | <p>Biotechnology Industry Research & Assistance Council is a new industry-academia interface and implements its mandate through a wide range of impact initiatives, be it providing access to risk capital through targeted funding, technology transfer, IP management and handholding schemes that help bring innovation excellence to the biotech firms and make them globally competitive. For more information about BIRAC: www.birac.nic.in</p> |