



Venture Center  
100, NCL Innovation Park  
Dr. Homi Bhabha Road, Pune –411008  
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Phone: +91-20-25865877

## Seminar on Mental Models for Technology Enterprises

<b>Learn</b>	<p>Technology professionals, entrepreneurs and investors face a continuous stream of decision points: which markets to pursue, what business model works best, which startups to invest in, which career path to follow, how best to scale profitably, etc. <b>Effective decision-making in technology ventures</b> requires the ability to handle uncertainty, quickly identify/pursue/refine the best option, and account for a variety of psychological biases and mistakes.</p> <p>A highly pragmatic approach to better decision-making is the use of <b>mental models</b>, which are simply explanations of how things work in the real world. For technology enterprises, the relevant mental models include concepts such as technology cycles, ecosystem maps &amp; profit pools, risk vs. uncertainty, options, venture capital, psychology, B2B sales/marketing, econometrics, business culture in India, pricing strategy, incentives, etc.</p>
<b>For whom</b>	<p>This seminar is targeted at:</p> <ul style="list-style-type: none"><li>• CXOs of technology SMEs</li><li>• Professionals with 7+ years experience in technology corporations/MNCs</li><li>• Angel Investors / Advisors / Mentors of technology startups</li><li>• Technology Entrepreneurs</li></ul> <p><b>Note:</b> Technology = IT, Biotech, Clean tech, Engineering, Media &amp; Telecom, etc. <b>[Note: This seminar is <u>not</u> suitable for students, freshers, academics.]</b></p>
<b>When</b>	Saturday, 16 <sup>th</sup> February 2013   <b>10:30 am to 12:30 pm</b>
<b>Where</b>	E-Classroom, Venture Center 100 NCL Innovation Park Dr. Homi Bhabha Road (Pashan Road), Pune-411008
<b>RSVP</b>	<p><b>(Max: 35 seats)</b></p> <p>To confirm a seat, and help us estimate the number of handouts, please RSVP at <a href="http://kaushikgala.wufoo.com/forms/mental-models-for-technology-enterprises/">http://kaushikgala.wufoo.com/forms/mental-models-for-technology-enterprises/</a></p>
<b>Cost</b>	A nominal fee of Rs 100/- per person will be charged at time of event.

### OBJECTIVE

This seminar is designed as an intense – and a bit abstract - overview of a rich variety of such models that can be adopted for their high-growth, high-tech businesses, careers and investments. This systematic method of developing an array of mental models and applying them to real-life decisions has been most successfully used by Charlie Munger, long-time business + investment partner of Warren Buffett. The seminar seeks to tailor the mental models approach for executive decision-makers in technology/knowledge-intensive enterprises.

The seminar will share several useful resources (books, blogs, templates) for technology professionals, entrepreneurs and investors. Depending on interest, this seminar may lead to hands-on workshops, focused on topics such as B2B biz-dev, business modeling & analysis, fund-raising & investing, pricing & positioning, strategic partnerships, etc.



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#### SEMINAR INCLUDES

- (Printed) slides, handouts
- Free reference membership for VC library for a 1-month period


#### SEMINAR SESSIONS

Timing	Session title	Duration (Minutes)	Speaker(s)
10:30-10:50	Registration Welcome & Introduction	20	-
10:50-12:30	Seminar	100	Kaushik Gala

#### SPEAKERS (Alphabetical order of surname)

Kaushik Gala	<p>Kaushik Gala has 14+ years of technology and business experience, including professional stints at Motorola, Freescale Semiconductor, IPVALUE, and most recently Venture Center, where he evaluated, assisted and funded technology startups in the Pune region. He is currently India Principal at AcceleratorIndia, where he helps UK technology businesses grow across India.</p> <p>Kaushik's professional expertise ranges from technology R&amp;D and patent/IP licensing to business analysis, seed investing and cross-border B2B business development. He has worked closely with institutions and corporations in the US, UK and India. Kaushik holds BE (CoE Pune), MS (University of Minnesota) and MBA (University of Texas) degrees.</p> <p>To learn more, visit <a href="http://galatime.com">http://galatime.com</a></p>
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#### 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 &amp; Technology's National Science &amp; 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 &amp; engineering.</p> <p>For more information, visit <a href="http://www.venturecenter.co.in/">http://www.venturecenter.co.in/</a></p>
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