



MClinic #27- One-on-One Mentoring Session for Venture Center Incubatees Theme: Finding & Engaging Co-founders

When: Friday, 23 March 2018

Venue : Conference room, 900 NIP

Time : 3.30 pm – 6.30 pm

(4 slots of 45 mins each; Curated by our Incubation Managers)

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>

Registration by invitation only; Only for Primary Founders