



# Entrepreneurial B2B Selling

Friday, 29 April 2016 | Time: 4.30 pm – 5.30 pm

Venue: Board room, Venture Center, 100 NCL Innovation Park

Target audience: Founders of B2B sci/tech startups

Duration: 1 hour, with Q&A

Fee: None

## About the talk

This talk will give an overview of the importance of early, entrepreneurial selling by startup founders. Besides selling to customers, the founder-CEO/CXOs also have to sell to investors, employees, partners, etc. Early-stage sales (before/during product-market fit) is quite different than professional sales (when a company's product/service portfolio is well defined).

The talk is targeted at founders of early-stage B2B science/engineering startups, at the pre-revenue or Beta customer stages. It is not meant for B2C/SaaS startups.

**About the Speaker :** Mr Kaushik Gala ( Chief Business Officer, CSIR-Tech Pvt. Ltd.)

Kaushik has over seventeen years of experience as a technology commercialization & venturing professional, including stints in US & India at multi-national companies, government-supported organizations and new ventures. He holds BE (Instrumentation), MS (Electrical Engineering) and MBA degrees from India & the US.

Since September 2013, Kaushik has been Chief Business Officer at CSIR-Tech Private Limited. In this capacity, he has built a sales & marketing team, developed business with Indian R&D institutions, closed numerous B2B / B2G deals, and led the fund-raising efforts for a unique, science-focused VC fund.



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