

Report on City Camp | 17-18 Aug 2018 | PSG-STEP, Coimbatore |



BRBC'S first City Camp was organized on 17th-18th Aug 2018 at PSG-STEP, Coimbatore. The workshop introduced key aspects of science and technology based entrepreneurship. It was aimed at aspiring entrepreneurs who wished to get a broad overview of how to start and run a technology based enterprise. The event also promoted entrepreneurship development/awareness creation activities of PSG-STEP.

The event started with an overview of Venture Center that projected work carried out by the company, types of enterprises supported, company statistics and offerings, resources, facilities, events, startups harbored, social and scientific impacts. A virtual tour of the place gave participants a visual perspective of laboratory set up and office space design.

An overview of PSG-STEP introduced the various facets of the incubator activities and instrumental facilities available for incubatees and interested companies.

Sessions on scientific entrepreneurship, tech derisking, value proposition, essentials of a tech development plan, essentials of Intellectual property(IP) and IP strategy, grant writing, fund raising, basics of finances, financial simulation were interactive.

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Panel discussion gave new insights where participants could learn from “fresh entrepreneurs” who have walked the line and passed through all rigorous processes. It was an informative session to gain practical knowledge of the process flow. Various challenges faced by entrepreneurs were discussed; some of them related to: investments, regulations, acquiring lab/office space, market penetration, process involved in forming a company, rules, regulations and guidelines to follow.

“Must have” elements to become an entrepreneur:

- Motivation: internal or external
- Nose for opportunities
- Strong urge to “give back to society”
- Cognizant of various funding schemes offered by government
- Knowledge of business areas to focus on – could come through coincidence, intuition, or encounters with professionals
- Be a good, credible “Story teller” to investors and other funding agencies
- Ability to convince people
- Knowledge of available resources
- Practical to make decisions
- A strong business model
- Foresight to predict market trends/demands
- Comprehensive understanding of the process flow



Business = Idea + Execution

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Advice to entrepreneurs, from entrepreneurs:

- Companies are more credible to BIRAC and other funding agencies than an individual
- Establish relationships – with investors, customers, competitors, experts
- Tech derisking is required
- Perform primary and secondary market research
- Start selling quickly, but not a premature product
- Ask for help when needed; outsource when required
- Attend workshops, seminars, conferences to build network
- Expect the unexpected; be flexible to redesign your plan
- Have partnership deeds with the founders/host incubator
- An ‘elevator pitch” and “appetizer pitch” are necessary to present to investors
- Prioritize tasks
- Plan your funds
- Exit strategies must be clearly defined
- Validate business process assumptions by performing financial simulation
- Acquire all mandate accreditations
- Get mandatory approvals from local, national and international authorities
- Comply with rules and regulations

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Feedback scores and evaluation result:

(17-18 Aug 2018) City Camp: Essentials of Scientific Entrepreneurship					
Evaluation Results					
Category	Avg(Min-Max)Count				
Section 1 - Event administration/facilities		Rating Scale			
Overall satisfaction	6.2(4,7)29	1	Bad	2	Well below average
Quality of talk	6.3(4,7)29	3	Below average	4	Average
Content of Talk	6.2(4,7)29	5	Good	6	Very Good
Networking Opportunity	5.8(2,7)29	7	Excellent		
Quality of facilities (Venue etc.)	6.0(3,7)29				
Section-2 Tick the box that best describes you					
Student	7				
Working professional	14				
Entrepreneur	7				
Not Mentioned	1				
Comments and Suggestions					
The team of VC is extremely helpful & Passionate. The entire team, right from Premnath Sir, Priya, Nikita & Ashutosh made the workshop insightful & focused & well placed.					
Thank you for the knowledge. It was insightful, clear & articulate would have liked to see a woman entrepreneur on the panel discussion.					
Management of the workshop & the team behind is loveable.					
Very grateful! Less scared of startups & IP's now.					
The two day program was very well structured. The content was apt & useful. Thank you for the invitation.					
Worth spending two days in the city camp with Dr.Premnath & Team.					
Yes, very clear & informative.					
Interactive & real-time.					



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The talks were good. The interaction with people was good.
Great info for business strategies.
May include details of certifications, agencies responsible & basic testing requires for certification process with respect to different products.
Got a fair amount of inputs on how to start a start-up & get startup funds. Looking for more workshops.
Excellent.
Sessions were informative. Speakers cleared queries.
Excellent coverage on scientific entrepreneurship. Chances could be given to more participants in online session.
Respected sir, please extend clinical sections to all participants so that everybody can discuss their queries, faults & get guidance from you people.
Good exposure for networking & knowledge sharing.
Excellent & organized in a phased Manner.
Good job. Very nicely to point good one.

Nikita Jhaveri
BRBC
Venture Center, Pune