

## Report on City Camp | 21-22 Jan 2019 | PERD, Ahmedabad |



BRBC'S City Camp was organized on 21<sup>st</sup> – 22<sup>nd</sup> Jan 2019 at PERD, Ahmedabad. 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 PERD.

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 PERD 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, regulatory processes, grant writing, fund raising, basics of finances, financial simulation were interactive.

A Session on Funding opportunities in Gujarat gave an insight into local funding schemes available by the state for entrepreneurs.

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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. Senior leaders from Pharma/Biotech industries also brought a lot of experience and advice on the table. 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, and 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, restlessness
- 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:

<b>(21- 22-Jan-19) City Camp: Essentials of Scientific Entrepreneurship at PERD, Ahmedabad</b>					
<b>Evaluation Results</b>					
<b>Category</b>	<b>Avg (Min-Max) Count</b>				
<b>Section 1 - Event administration/facilities</b>		<b>Rating Scale</b>			
Overall satisfaction	5.9 (1,7) 34	1	Bad	2	Well below average
Quality of talk	6.0 (1,7) 34	3	Below average	4	Average
Content of Talk	5.9 (1,7) 34	5	Good	6	Very Good
Pace of event (time management)	5.1 (1,7) 34	7	Excellent		
<b>Section-2 Tick the box that best describes you</b>					
Student	10				
Working professional	16				
Entrepreneur	8				
Not Mentioned	0				
<b>Comments and Suggestions</b>					
Content of Presentations - Precise & to the point to convey the right message - Excellence hospitality & nice arrangement. Keep it up. All good wishes.					
Got an opportunity for one-to-one discussions adding clarity					
Met my expectation.					
Useful information for the startups, technology innovation & up light.					
It will be better to send PPT to us through mail to get it correctly.					
A lot of extremely useful Information provided in very good way. All speakers made sure to make the sessions interactive.					
Very well planned, more practical case study should be included.					
Content of all sessions were too good.					
Can include more scientific content in the talk, including scientific examples.					
Events of Venture Center deliver more than expect.					



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Please share the presentations after the workshop.
Some sessions could have been more concise.
The content lining is okay. However the presentations should focus more towards the early startup as a whole.
Please reduce the time length of the sessions, since it drains out the essence of learning.
Content is good.
If possible please share the soft copy of Presentation.
Yes it was to the point.

Nikita Jhaveri  
BRBC  
Venture Center, Pune