

Report on City Camp | 28 May 2019 | CIIC, Chennai |



City Camp @ CIIC, Chennai on 28 May 2019

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BRBC'S City Camp was organized on 28th May 2019 at CIIC, Chennai. 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 CIIC.

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 CIIC introduced the various facets of the incubator activities and instrumental facilities available for incubatees and interested companies.

The team outlined various BIRAC programs for innovators and entrepreneurs. BIRAC has a variety of programs at every level of the innovation process to support innovators and startups --- and this should encourage participants to get started and try their hands at entrepreneurship.

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

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Sessions by 2 young BIRAC awarded entrepreneurs 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, 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
- 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
- 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:

(28 May 2019) 1 day city camp on "Essential of scientific entrepreneurs" at CIIC, Chennai					
Evaluation Results					
Category	Avg (Min-Max) Count				
Section 1 - Event		Rating Scale			
Overall Satisfaction with Event	6.3(5,7)45	1	Bad	2	Well below average
Satisfaction with Content	6.5(5,7)45	3	Below average	4	Average
Satisfaction with Speakers/mentors etc	6.4(5,7)46	5	Good	6	Very Good
Satisfaction with structure, design and pace of event	6.0(4,7)46	7	Excellent	4	Average
Satisfaction with networking opportunities	5.8(4,7)46				
Satisfaction with event logistics, arrangements	6.0(3,7)46				
Please Provide the following information					
You are a:			You became know of this event via:		
Student	3	E-mail	7		
Entrepreneur	13	Social Media	6		
Employed	15	Advt	13		
Other	16	Other	12		
Not mentioned		Not mentioned	9		
Please Provide any other suggestions or comments etc here					
Brilliant I hope to see you at Anna University.					
Overall program is very good.					
One day is very limited; Please plan for 2 days workshop next time.					
More-real time startup/ next 10 year 300 of market quick money concept.					
Nice & Well organized event.					
The time management would be better.					



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Please provide me on the subject solar energy ,autos, three wheeler two wheeler & wheeler devices mentors.
Everything Should reach the society.
Invite more entrepreneurs who got funding from VC.
Some useful tips for the pitch were glossed over, would have been useful to know them.
Looking forward for rural entrepreneurship, promotion & agricultre.
Share PPT/Slides/Materials.
I am willing to attend more programs on Entrepreneurship.
Great Team Work.
It could be better to include the process/procedure for starting a company.
Chairs are not good enough to sit for one full day.
Excellent workshop which gave lot of insight to entrepreneur.
Nicely organized.
Thank you for the oppportunity.
Making the presentation with little visualize will be good.
Dr. Premanth's speech was superb. He explained each & everything about entrepreneurship was superb. I really enjoyed it.
Program is an incentive to startups.
Conduct for this 2 days spending time on each a little.
Advertisement should have more clarity of venue & a representative to guide participants at get in going.
If you conduct this city camp for Ayush professionals it will be very helpful for Ayush professional.
Will be arranging a similar event in my institute for Ayush industries and on institutions who specifically cook in health innovation.
The event should to be interactive & make the participant to know each other. And make the event little more known & unknown details of financial assistant in entrepreneurship.
Please conduct 2 day program.

Nikita Jhaveri
BRBC
Venture Center, Pune