




M Clinic on Sales, Marketing & Regulations

- Organized by BRBC -

	<ul style="list-style-type: none"> The event is an M Clinic organized by BRBC. 
Potential gains	<ul style="list-style-type: none"> Inputs on developing a marketing & sales strategy for your product Understand how to do market research, communicate with key stakeholders, on-board KOLs Understand how to manage regulatory risks for testing and manufacturing Inputs on how to structure product development processes with regards to timelines, prioritization and effective use of team member's skills and time
Organized by	<ul style="list-style-type: none"> BIRAC Regional BioInnovation Center (BRBC) @ Venture Center
Supported by	<ul style="list-style-type: none"> BIRAC (Biotechnology Innovation Research Assistant Council) Venture Center
For whom	<ul style="list-style-type: none"> Founder/CXO level individuals of medtech startup companies <p> This Clinic will be useful for startups in the following medical device categories: Medical devices for clinical intervention or treatment Surgical tools and aids Assistive devices or disability aids or image reconstruction or artificial body parts Topical, surface and open wound contact products or products in body orifices Implants made from polymers, body tissues, metal, plastic, ceramic etc Sensors, IoT, Big Data, Mobile, Cloud, AI/ML, Analytics, decision support, software etc used for making medical decisions Supplies & consumables used in diagnostics, preservation, hospital equipment </p>
Mentors	<ul style="list-style-type: none"> Mr. Ravi Sarangpani - Sales and Marketing Expert
When	<ul style="list-style-type: none"> <u>20 Slots Available in the Month of March 2020</u> *(Meetings will be scheduled based on Mentors availability) <p>*Preference: Organizers reserve the right to select participants so as to ensure optimal utilization of the mentor's time and to benefit as many startups as possible.</p>
Registration	<p>☞ Register Here : http://bit.ly/MClinicMarch2020</p> <p>This is a free M Clinic. No registration fees however Registration is mandatory!</p> <p>*Meetings will be scheduled ONLY with Founder/CXO level individuals in the company NOTE: Registration closes once 20 seats are full or on 31st March 2020 (whichever comes sooner)</p>
Where	<p>Venture Center 100 NCL Innovation Park, Dr Homi Bhabha Rd, Pashan, Pune, Maharashtra 411008</p>
Contact	<p>Technical queries: Neha K 020-25865877/75/76 : Email : neha@venturecenter.co.in</p>

Mentor



Mr. Ravi Sarangapani

Mr. Ravi Sarangapani
Consultant Medical Devices Product Development

Mr. Ravi previously held senior positions for Sushrut / Adler in Product Development, Sales and Marketing, Regulatory affairs. He is an accomplished professional with over 25 years in the medical device industry encompassing leadership roles in New Product Development, Quality Management and Regulatory affairs, Marketing, Sales and Business Development. Mr. Ravi has proven track record of managing the new product development process from conceptualization and market analysis through development, risk management, pre-clinical evaluation, verification and validation, test marketing to commercialization. Outstanding communication talents with proven ability to build and lead highly efficient teams, train technical professionals and to convey complex concepts in understandable terms. Especially skilled at problem analysis and resolution, strategic planning and budget controls. Strong background of interactions with Key Opinion Leaders, customers and trade channels throughout Asia, Middle East, Africa and some areas of Europe



About the Organizers



BIRAC Regional Bio-Innovation Center (BRBC) is a resource intensive center set up by BIRAC at Venture Center. Through its diverse initiatives, BRBC aims to significantly impact the translation of high quality innovative ideas across diverse ecosystems into viable and sustainable business enterprises. BRBC Initiatives: Venture Mentoring Service; Venture Base Camps; Regulatory Information and Facilitation Center; BioIncubation Practice School
For more information, visit www.brbc.venturecenter.co.in

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Venture Center is India's largest inventive enterprises and scientific business incubator. Venture Center is a technology business incubator hosted by CSIR-NCL and supported by the Department of Science & Technology's National Science & Technology Entrepreneurship Development Board (DST-NSTEDB) and BIRAC.
For more information, visit www.venturecenter.co.in



Biotechnology Industry Research & Assistance Council (BIRAC) is a new industry-academia interface and implements its mandate through a wide range of impact initiatives, be it providing access to risk capital through targeted funding, technology transfer, IP management and handholding schemes that help bring innovation excellence to the biotech firms and make them globally competitive.
For more information, visit : www.birac.nic.in