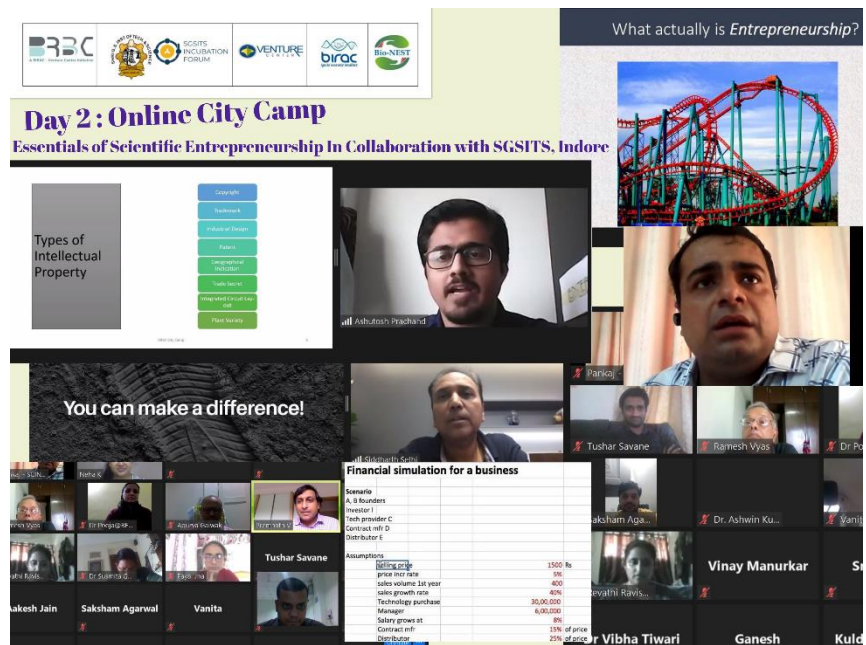


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Online City Camp on: Essentials of Scientific Entrepreneurship in Collaboration with SGSITS, Indore Day 1 & Day 2

BRBC'S City Camp was a two-day event organized on 27-28 August 2020 in Collaboration with SGSITS, Indore. 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 SGSITS Incubator.



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Plan for the Day

DAY 1:

- Session 1 (45 min): Welcome Introduction to Venture Center; Introduction to Host Institution
- Session 2 (45 min): Introduction to Scientific Enterprises: Basics of a Business
- Session 3 (45 min): Essentials of a Tech development plan; Tech incubating, Value Proposition and Positioning
- Session 4 (45 min): Best Practices in Grant Writing and Fund Raising

DAY 2:

- Session 5 (60 min): Review of Financials & Financial Simulation of a Startup
- Session 6 (45 min): Pitching & Elevator Pitch: Business Planning and Business Plans
- Session 7 (60 min): Essentials for Intellectual Property and IP Strategy for Startups
- Session 8 (45 min): Insights & Experience sharing by entrepreneurs



The event started as Dr. Premnath V gave an overview of Venture Center that projected types of enterprises supported, incubator offerings, resources, facilities, events, social and scientific impact created. Followed by a welcome address from Dr. Rakesh Saxena (Director SGSITS, Indore)

Participation in National Projects

Projects completed / Ongoing	
IMPACT	IMPACT SSS
TEQIP I	Unnat Bharat Abhiyan
TEQIP II	PMKVVY
TEQIP III	PM Gram Sadak Yojna
GIAN	AICTE Margdarshan Yojna
SMDP VLSI	MMKVY



Dr. Rakesh & Mr. Apurva Gaiwak gave an overview of various initiatives at SGSITS incubator.

- Welcome & Introduction to Venture Center
- Introduction to SGSITS, Indore

Ecosystem

Sustainable ECO-SYSTEM

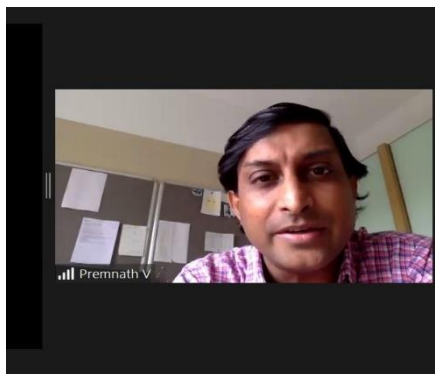
The diagram illustrates a central 'Sustainable ECO-SYSTEM' with 'C.I.R.A.' at its core. Surrounding it are various stakeholders and their interactions:

- Government:** Union, State, District, Local
- Academia:** IIT, IISc, IITM, IITK, IITB, IITR, IITG, IITJ, IITKGP, IITKharagpur, IITMadras, IITDelhi, IITBombay, IITKanpur, IITGuwahati, IITRopar, IITJammu, IITVardhola, IITBHU, IITRoorkee, IITDelhi, IITBombay, IITKanpur, IITGuwahati, IITRopar, IITJammu, IITVardhola, IITBHU, IITRoorkee
- Industry:** IIT, IISc, IITM, IITK, IITB, IITR, IITG, IITJ, IITKGP, IITKharagpur, IITMadras, IITDelhi, IITBombay, IITKanpur, IITGuwahati, IITRopar, IITJammu, IITVardhola, IITBHU, IITRoorkee
- Investors:** IIT, IISc, IITM, IITK, IITB, IITR, IITG, IITJ, IITKGP, IITKharagpur, IITMadras, IITDelhi, IITBombay, IITKanpur, IITGuwahati, IITRopar, IITJammu, IITVardhola, IITBHU, IITRoorkee
- Entrepreneurs:** IIT, IISc, IITM, IITK, IITB, IITR, IITG, IITJ, IITKGP, IITKharagpur, IITMadras, IITDelhi, IITBombay, IITKanpur, IITGuwahati, IITRopar, IITJammu, IITVardhola, IITBHU, IITRoorkee
- Other Stakeholders:** IIT, IISc, IITM, IITK, IITB, IITR, IITG, IITJ, IITKGP, IITKharagpur, IITMadras, IITDelhi, IITBombay, IITKanpur, IITGuwahati, IITRopar, IITJammu, IITVardhola, IITBHU, IITRoorkee





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What is a Value Proposition?



Sessions were conducted as below:

Session 1:

- Introduction to Scientific Enterprises: Basics of a Business.
: By Premnath V.

Session 2:

- Essentials of a tech development plan, Tech de-risking, Value Proposition and Positioning.
: By Priya Nagaraj

Session 3:

- Best practices in grant writing and fund raising.
: By Priya Nagaraj

Sessions were followed by an open forum of question & answers.



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Day -2

Financial simulation for a business

Scenario	
A, B founders	
Investor I	
Tech provider C	
Contract mfr D	
Distributor E	
Assumptions	
selling price	1500 Rs
price incr rate	5%
sales volume 1st year	400
sales growth rate	40%
Technology purchase	30,00,000
Manager	6,00,000
Salary grows at	8%
Contract mfr	15% of price
Distributor	25% of price

Day 2 Started

Session 5:

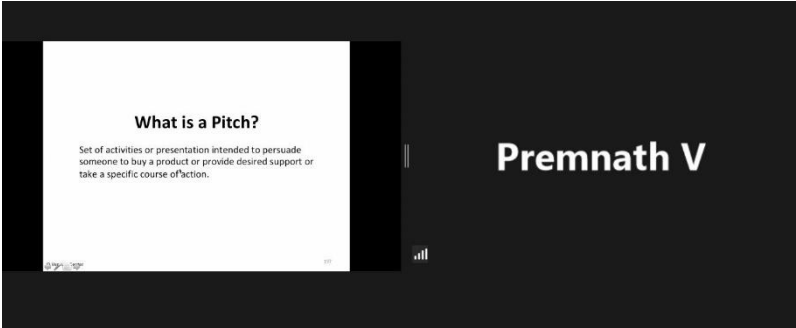
- Basics of finances
- Financial simulation

: By Premnath V

Session 6:

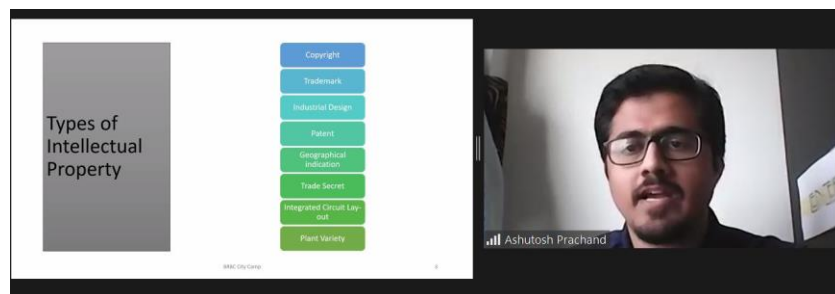
- Pitching and elevator pitch
- Business planning and business plan

: By Premnath V.





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Session 7:

- Essentials of Intellectual property and IP: strategy for startups:
 By Ashutosh Prachand

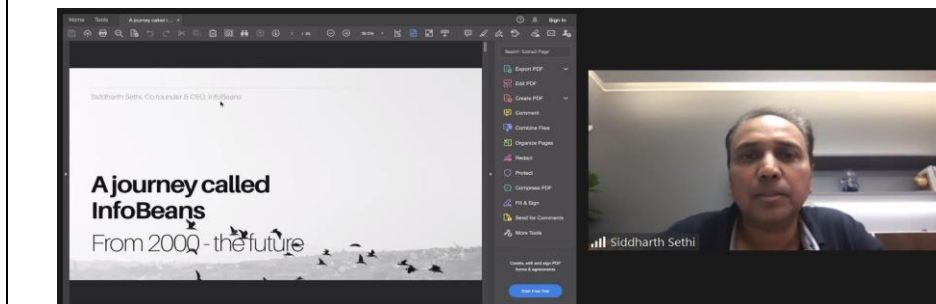
Session 8:

- Sharing of Insights and experiences by Entrepreneurs
 - Siddharth Sethi
 [Co-Founder, MD & CEO, Infobeans Technologies Ltd.]
 - Pankaj Parashar
 [Founder, Cutting Edge Medical Devices Pvt. Ltd]

These sessions were followed by open forum of questions

Through this interactive discussion participants could learn from entrepreneurs about their ups and downs during their entrepreneurial journey. Various challenges faced by them related to: investments, regulations, acquiring lab/office space, market penetration, and process involved in forming a company, rules, regulations and guidelines to follow.

Note : Access to the [Link](#) of recording of the event can be provided upon request to participants who were part of the event.





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Additional reading and learning for those who are interested:

Startup Finance:

- <https://www.entrepreneurship.org/learning-paths/the-art-of-startup-finance>
- <https://online.hbs.edu/blog/post/accounting-skills-for-entrepreneurs>

Kauffman Founders School:

- <https://www.youtube.com/channel/UC5P7TFIdQSDBd0hoqFoRWkQ>

Business plans:

- <https://ocw.mit.edu/courses/sloan-school-of-management/15-s21-nuts-and-bolts-of-business-plans-january-iap-2014/>

List of participants: Total 31 people attended this online city camp

Attendees represented a variety of organizations, startup Founders, budding entrepreneurs, people from technology business incubators, academic sector, not for profit hospitals, Academic organizations and research institutes.

Sr.No	Complete Name	Institute/Organization	Sate/City
1	Aakesh Jain	S.G.S.I.T. S	Indore
2	Abhi Chauhan	S.G.S.I.T. S	Indore
3	AKANKSHA SAROTHIA	S.G.S.I.T. S	Indore
4	Ashwin Kuchekar	School of Pharmacy, Dr. Vishwanath Karad/ MIT	Pune
5	Bhavesh Pherwani	S.G.S.I.T. S	Indore
6	Pooja Dubey Pandey	BETi Innovative Pvt Ltd	Indore
7	Pragya Ojha	S.G.S.I.T. S	Bhopal
8	Susmita Gupta (Nandi)	ASA Chemicals & Pharmaceuticals (Proposed)	Pune

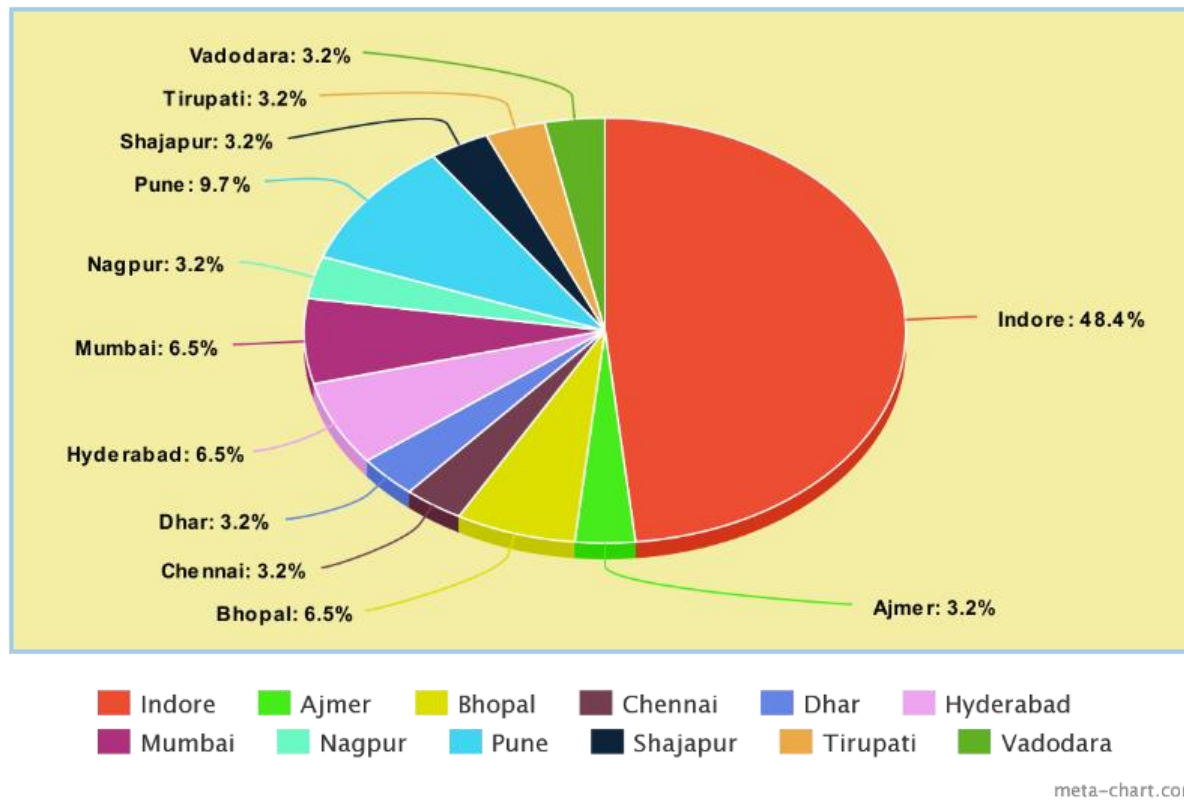


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9	Falguni Jain	S.G.S.I.T. S	Indore
10	Kuldeep Patidar	S.G.S.I.T. S	Indore
11	Kumar Rajmani Bapat	Medi-Caps University	Indore
12	LOKENDRA SINGH	S.G.S.I.T. S	Indore
13	Nishant Burnase	Vruksh Ecosystem	Nagpur
14	Pankaj Tripathi	Renaissance law college	Indore
15	Payal Jha	Engineering College, Ajmer	Ajmer
16	Pothapragada S K Prabhakar Ganesh	IISER Tirupati	Tirupati
17	Priyal Mandloi	S.G.S.I.T. S	Shajapur
18	Ramesh Vyas	Enerco Energy Solutions LLP	Mumbai
19	Revathi Ravishankar	NA	Chennai
20	Saksham Agarwal	S.G.S.I.T. S	Bhopal
21	Sarita KansaL	Medi-Caps University	Indore
22	Sejal yadav	S.G.S.I.T. S	Indore
23	Srilatha	Osmania University	Hyderabad
24	Srinivasu Raju Gadiraju	NA	Hyderabad
25	Sudheer Urdhwareshe	S.G.S.I.T. S	Navi Mumbai
26	Tushar Raghuvanshi	Medi-Caps University	Dhar
27	Tushar SAVANE	IIT DELHI	PUNE
28	Vanita Prasad	Revy Environmental Solutions Pvt Ltd	Vadodara
29	Vibha Tiwari	Medi-Caps University	Indore
30	Vivek Tiwari	S.G.S.I.T. S	Indore
31	Yash Agrawal	S.G.S.I.T. S	Indore



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Feedback scores and evaluation result:

(27-28 August 2020) Online City Camp - Essentials of Scientific Entrepreneurship in Partnership with SGSITS, Indore

Rating Scale

1 Bad | 2 Well below average | 3 Below average | 4 Average | 5 Good | 6 Very Good | 7 Excellent

Category	Avg (Max-Min) Count
Section 1 - Event	
Overall Satisfaction with Event	6.2(3,7)28
Satisfaction with Content	6.1(3,7)28
Satisfaction with Speakers/mentors etc	6.4(3,7)28
Satisfaction with structure, design and pace of event	6.2(3,7)28
Please Provide any other suggestions, comments etc here	
Send the recording webinar	
Keep doing such event it's helpful for budding entrepreneur	
It is a request, could you please arrange a webinar for the preparation of DBT-BET , career in the field of Microbiology	
The session was wonderful and very knowledgeable	
It was such a enlightenment and wonderful session	
Very good insight covering all aspects. Dr. Premnath covered the subject this morning very well regarding business plan. Two presentations - by Siddharth Sethi and Dr. Parashar were very useful in getting into the nitty gritty of Start up journey.	
A wonderful exposure to setup a new startup. Very well presented by all speakers. I thank all the speakers for sharing their knowledge and experience. I thank SGSITS for allowing me to be the part of this event.	
Very insightful for cashflow sheets and story of Entrepreneur.	



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Only request is please plan a 10 minutes nature break in between a 4+ hours session.			
This was very interactive session.			
NA			
It was a very well-organized webinar and an informative one as well, gained a lot of knowledge through it.			
SGSITS Indore sincerely conveys thank and hope to join hands for future events.			
Nice initiative for startup			
Overall good experience for me.			
very interesting and interactive session.			
Thank you Venture center for organizing such a beautiful webinar. It was really interesting and we got an opportunity to acquire knowledge in such topics. Once again Thank you all			
Excellent interactive and practical task assigning session are required			
Event was very informative and wonderful. This type of events should be conducted more frequently			
Very nicely and clearly explained the opportunity and challenges of an aspiring entrepreneur for a startup business			
Perfect at my level			
How did you hear about the event		Category wise attendees	
Whatsapp	13	Student	12
Email	3	Employed	7
LinkedIn/facebook/twitter	6	Entrepreneur	5
Others	4	Others	4

-Neha K. (BRBC Team), Venture Center, Pune