



A BIRAC - Venture Center Initiative



Ignite Innovate Incubate



Online Workshop on:
Designing a Project Management Plan
& Business Development Strategies for Your Startup
 - Organized by BRBC -

| Potential gains | This workshop is an online Venture Base Camp (VBC) aimed at startups across various stages of product development (ideation to commercialization) who wish to put together a plan for coordinating multiple and diverse activities involved in development, defining milestones and targets in a realistic manner, tracking status and progress of milestones, ensure optimal utilization of manpower and successfully meet deadlines. Understand Business Development (BD) context for science startups, market segmentation, customer development, digital marketing, entrepreneurial sales, Go-To-Market partnerships, BD team building & culture. | | | | | | |
|---|--|----------|-----------|----------------|---|---|----------------------------|
| Organized by | <ul style="list-style-type: none"> • BIRAC Regional BioInnovation Center @ Venture Center. | | | | | | |
| Supported by | <ul style="list-style-type: none"> • BIRAC • Venture Center | | | | | | |
| When | Monday, Tuesday 17, 18 May 2021 Time: 02:00 pm – 05:30 pm | | | | | | |
| Where | This is an Online Event Link to the Event will be shared with selected participants post registration | | | | | | |
| Registration | <p>Registration Process:</p> <ul style="list-style-type: none"> • Step 1: Interested participants need to fill in registration form at the following link. Register online at: http://bit.ly/eVBCMAY • Step 2: Email invite will be sent post screening of registration details. <p>Seats and Registration Cost: Limited seats!! Total number of seats: 30</p> <table border="1" style="width: 100%;"> <thead> <tr> <th>Category</th> <th>Fees (Rs)</th> </tr> </thead> <tbody> <tr> <td>BIRAC Grantees</td> <td>100% waiver of registration fee (Maximum: 20 seats)</td> </tr> <tr> <td>Others including Non-profit/R&D/academic orgs, medium/large enterprises</td> <td>1000 INR/- per participant</td> </tr> </tbody> </table> <p>Eligibility criteria for BRBC scholarships: All BIRAC grantees (individuals or micro/small entities; not medium or large entities) are eligible. Preference: Startup companies (LLC/PLC) vs individuals if we receive more than 30 applications. Organizers reserve the right to select participants so as to optimize the group for better interaction and ensure benefit to as many startups as possible. NOTE: Registration closes once 30 seats are full or on 15 May 2021 (whichever comes sooner). Fees paid is not refundable and nontransferable under any circumstances</p> <ul style="list-style-type: none"> • Step 3: Attendance only on confirmation of payment of registration fee or submitting proofs of BRBC scholarships | Category | Fees (Rs) | BIRAC Grantees | 100% waiver of registration fee (Maximum: 20 seats) | Others including Non-profit/R&D/academic orgs, medium/large enterprises | 1000 INR/- per participant |
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| Contact | <p>Technical queries: Neha K neha@venturecenter.co.in +91-8956677543</p> <p>Registration related Queries: Lipika Biswas eventsdesk@venturecenter.co.in</p> | | | | | | |



BIRAC Regional Bio Innovation Centre (BRBC) is a joint initiative of BIRAC and Venture Center. It focuses on filling up a few key innovation's ecosystem gaps in India for biotech/biomed startups specifically relating to mentoring, regulations, fund raising and Bio Incubation practice.

Venture Base Camps are high intensity, focused, theme-based camps intended to take a startup from point A to point B in their entrepreneurial journey, prior to their execution on key goals of the company.



The focus of this Venture Base Camp:

Every start-up is subjected to a number of questions from various stakeholders, related to the product, the technology, financials etc. However, one of the most frequent questions from most stakeholders relates to milestones and timing. "When will you complete development?", "When will you get regulatory approval?", "When will you launch?" are all frequent questions every start-up is familiar with. Many start-ups and entrepreneurs would also be familiar with the discomfort of repeatedly missing deadlines and milestones and often wondering, "Where did all that time go?". The Focus of this workshop is to understand basics of project management and business development strategies. Learn how you can direct your teams more efficiently, react to issues with greater agility and reach your milestones in a consistent manner.

Understand Business Development context for science startups. What is Market segmentation? How can you do customer development? What Digital marketing strategies can you use? Understand about Entrepreneurial sales, Go-To-Market partnerships. Learn how to build a Business development team.

Course Description

- Project management is a proactive process that seeks to help the right people do the right tasks at the right time. Without a set project management method, many teams tend to work reactively—handling issues as they arise rather than proactively planning for known risks and setting project goals and parameters from the beginning. With the help of a user-friendly software solution (Project Libre), learn how to break down a project into more manageable pieces with a clear process of assigned tasks, milestones, and deadlines. Learn how you can direct your teams more efficiently, react to issues with greater agility and reach your milestones in a consistent manner.
- Understand Business Development context for science startups. Learn how to close deals effectively and grow a business relationship for the long term. Gain ability to develop your business development strategy to acquire more new business. Gain ability to take a strategic overview of your direction and opportunities so you aren't missing out on potential clients.

Terms and Conditions for Participants

- Participants shall arrange their own devices (preferably Laptop/ Tablet) and ensure the good internet connectivity during the online course.
- Attendance is mandatory for all sessions once registration is confirmed.
- No sessions will be repeated if a participant is unable to join due to poor internet connectivity or any other reasons.



Workshop Schedule

DAY 1: 17 May 2021 – Monday

| Time | Duration | Session title | Lead |
|------------------|----------|--|------------------|
| 02:00 – 4:00 pm | 120 mins | Session 1: Developing a Project Management Plan using the right software | Ravi Sarangapani |
| 04:00 – 4:15 pm | 15 mins | Open forum: Q&A for session 1 | |
| 04.15 -5:15 pm | 60 mins | Session 2: Business Development for Science Startups | Kaushik Gala |
| 05:15 – 05:30 pm | 15 mins | Open forum: Q&A for session 2 | |
| | | Closing remarks | Smita Kale |

DAY 2: 18 May 2021 – Tuesday

| Time | Duration | Session title | Lead |
|-----------------|----------|--|------------------|
| 02:00 – 4:00 pm | 120 mins | 2 Participants get a chance to discuss their Project Management plan with Mr. Ravi in 1-1 meeting | Ravi Sarangapani |
| 02:00 – 4:00 pm | 120 mins | 2 Participants get a chance to discuss their Business Development strategies with Mr. Kaushik in 1-1 meeting | Kaushik Gala |



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Speakers at Venture Base Camp: (In order of last names; alphabetical order)



Kaushik Gala

Business Development, Sales & Marketing at FlytBase, Inc.; GTM Consultant for B2B Tech Startups

Kaushik has 20+ years of experience as a B2B business development and technology venturing professional, including stints in US & India at tech startups, multi-national companies, boutique consulting firms, and incubator-accelerators. With a keen understanding of technology-driven businesses and markets, he has driven sales, marketing, and fund-raising for early-stage, B2B startups. He has built and leveraged professional networks at the CXO and Board of Director levels - across industries such as software, semiconductors, ICT, cleantech, biotech, robotics, and advanced engineering. His IP and technology monetization skills have been honed at Tata Consultancy Services (Indian IT industry's pioneer in IP-led growth), Freescale Semiconductor (a US company with 5000+ patents), and IPVALUE (a Silicon Valley venture that has generated \$1B+ in licensing revenue). This is complemented by experience in venture incubation and seed funding at the Entrepreneurship Development Center and cross-border B2B business development at AcceleratorIndia. As CBO at CSIR-Tech, he worked closely with the BoD to conceptualize, structure, and lead the fund-raising efforts for a unique, science-focused VC fund – besides managing P&L for technology transfer. As CBO at FlytBase, he led the Series Seed fund-raise, US market entry for flagship products, and GTM partnerships. He holds BE (Instrumentation & Control), MS (EE + CS) and MBA degrees from India & the US.



Ravi Sarangapani

Consultant Medical Devices Product Development, Pune.

Mr. Ravi previously has 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.

Faculty/ Mentors (in order of last names; alphabetical order)



Neha Khaladkar

Asst. Manager at BRBC, Venture Center

Neha is responsible for planning & co-coordinating activities of BRBC. She studied MSc. in Microbiology. During her Masters she did her project work in National Chemical Laboratory, Pune. Neha is a qualified healthcare/Lifescience expert with cross functional expertise. She is an experienced professional in Business Development and has 7+ years of experience working with a Healthcare IT company HQ in USA.



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|  | <p>Dr. Smita Kale Manager- Bioincubation, Venture Center</p> <p>Smita as part of incubation team, facilitates incubator operations by interacting with incubatees, infrastructure and facilities creation and development of the ecosystem. She is leading Bio-incubation activities, Center for Biopharma Analysis (CBA) and BIRAC's Regional Bioinnovation Center (BRBC) projects at Venture Center. She is actively involved in mentoring startups at Venture Center. She is Ph. D in Pharmaceutical Chemistry from Institute of Chemical Technology, Mumbai and prior to joining Venture Center has had academic experience of 12 years which includes research experience of 3.6 years.</p> |
|  | <p>Premnath Venugopalan Director, Venture Center Head, NCL Innovations Head, IP Group, NCL.</p> <p>Premnath holds a B.Tech from the Indian Institute of Technology - Bombay and a Ph.D. from the Massachusetts Institute of Technology, USA. He has also been a Chevening Technology Enterprise Fellow with the Centre for Scientific Enterprises, London Business School and Cambridge University, UK. He brings with him considerable experience in technology development and commercialization, working with start-up companies (in Cambridge-UK and India) and engaging with large corporations on research and consulting projects as project leader.</p> |

About the Organizers

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|  | <p>BIRAC Regional Bioinnovation Centre (BRBC) is the third regional centre of BIRAC and is located in Venture Center. BRBC aims to fill up key innovation ecosystem gaps for bio-based industry sectors and thus significantly impact the translation of high-quality innovative ideas into viable and sustainable business enterprises. Some key BRBC initiatives are Venture Mentoring Service; Venture Base Camps; Regulatory Information and Facilitation Centre; Bio Incubation Practice School. More on: http://www.brbc.venturecenter.co.in/</p> |
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Supported by

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|  | <p>Biotechnology Industry Research & Assistance Council is a non-profit company created by the Department of Biotechnology (Government of India) with a mandate to develop the national ecosystem for biotechnology innovation and entrepreneurship and provide targeted support to innovators and entrepreneurs.</p> <p>For more information about BIRAC: www.birac.nic.in</p> |
|  | <p>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 http://www.venturecenter.co.in/</p> |