

Report | Venture Base Camp on Value Proposition Design, Articulation & Validation with Sundara Nagarajan | Thursday & Friday | 29th & 30th August 2022

About the Event

Venture Base Camp (VBC) aimed at startups across various stages to learn exactly what you need to communicate about yourself and your business, by creating a strong value proposition! This workshop is designed to train entrepreneurs and business owners how to craft an effective positioning statement that explains what benefit you provide for who and how you do it uniquely well.



Content

DAY1:

The workshop included the right balance of talks to understand concepts and group discussions, or activities to learn the practical implementation of the discussed concepts.

Topics included were:

- Understanding value proposition
- Value Proposition Canvas
- Crafting your value proposition message
- Developing value proposition

DAY2:

The second day mainly involved startups working on their own value proposition and getting it validated from the expert.

Topics included were:

- Validating value proposition
- Activity: Build your value proposition canvas
- You present your value proposition

List of Participants

Sr No	Name	Affiliation	Location
1	Gandhali Bapat	SIIP FELLOW	Pune
2	Sanchit Aggarwal	SIIP Fellow	Pune
3	Rupsha Mukherjee	IIT Gandhinagar	Gandhinagar
4	Girish Joshi	Joshi Industrial Machines LLP	Bangalore
5	Rupesh Santosh pawar	NCL Innovation Park	Pune
6	Vikram Belkhode	IRA Med Tech	Mumbai
7	Bhanniman Mazumdar	Entrepreneur in Residence at Venture Cente	Pune
8	Ishwar Singh	Yet Not registered	Pune
9	Prashant Sadavarte	Heyan Health Solutions Pvt Ltd	Mumbai
10	Sharmila Banu K	Vellore Institute of Technology	Vellore

Evaluation

Rating Scale	
1	Bad
2	Well Below Average
3	Below Average
4	Average
5	Good
6	Very Good
7	Excellent

Feedback Score/ Featured Testimonials

Category	Avg (Min-Max) Count
Section 1: Event Rating	
Overall Satisfaction with Event	7 (7,7) 7
Satisfaction with Content	6.9 (6,7) 7
Satisfaction with Speakers/mentors etc	7 (7,7) 7
Satisfaction with structure, design and pace of event	6.4 (4,7) 7
Satisfaction with food & beverages	6.7 (5,7) 7
Section 2: Session Rating	
Session 1: Understanding Value Proposition	6.7 (6,7) 7
Session 2: Value Proposition Canvas	6.9 (6,7) 7
Crafting your value proposition message	6.7 (6,7) 7
Session 3: Developing Value Proposition	6.7 (5,7) 7
Session 4: Validating Value Proposition	6.4 (4,7) 7
Activity: Build Value Proposition Canvas	6.9 (6,7) 7

"I got both big picture and specific components which I did not know before. Mr.Nagarajan is amazing. His every statement gives more shape to my understanding. Further, the Venture Center Support is commendable. Can't thank Meghana enough for coordinating the workshop both amicably and efficiently. "

-Sharmila Banu K

"Proposition of this event was very valuable for my start up looking forward for many more events like this. "

-Ishwar Singh