

**Report on Venture Base Camp**  
**“How to raise money for your startup”**  
**| 04 – 07 March 2019 | Venture Center, Pune |**



BRBC'S third Venture Base Camp on “How to raise money for your startup” was held from 04 – 07 March 2019 at Venture Center, Pune. The audience was a mix of entrepreneurs, individuals, representatives of micro and small enterprises who were interested in learning the nitty gritty of Fund raising and setting up a roadmap for the coming years.

The Base camp focused on 2 areas:

- Early stage fund raising for startups in the Ideation to Proof of concept stage
- Late stage fund raising for startups in the Proof of concept to Commercialization stage

Sessions included classroom learning, workshop activities, working under guidance of mentors and finally reaching tangible action points.

Day 1 began with an introduction to structure of the base camp and its importance followed by various relevant sessions and Q&As. All participants were in the same room where they could get basics on funding landscape, Structure of pitch and financial simulation.

## Report on Venture Base Camp

### “How to raise money for your startup”

|04 – 07 March 2019| Venture Center, Pune|

On day 2, the participants were split in 2 groups based on the stage of their product development

- Early stage (Ideation to proof of concept stage) - track 1
- Late stage (Proof of concept to market) - track 2

They attended in depth sessions that helped them build their own story for their product/technology with templates/notes/worksheets provided.

In depth mentoring was carried out on day 2 & 3 with participants meeting an experienced and senior mentor to guide them technically. The other time was spent in making their presentations that had to be showcased on day 4. A lot of senior mentors helped with slide deck preparations.





**Report on Venture Base Camp****“How to raise money for your startup”****| 04 – 07 March 2019 | Venture Center, Pune |**

Participants also benefitted from availing helpdesks services on Day 2 & 3 for various aspects of running a company:

- Intellectual Property (patents, trademarks, designs etc)
- Regulations
- Financial compliance
- Legal, ESOPS, SARS, CGAs
- DSIR Recognition
- Scientific Services, Prototyping
- Animation and visual presentation of value proposition, technology etc

Entrepreneurs were able to meet the mentors individually to have their queries answered



Day 4 was spent on presentations where the participants showcased what they had learnt in the 3 days and their roadmap that would help their company in the coming years.

The entire event proved to be very fruitful where participants were able to take a roadmap home for their companies.

The participants also benefitted from a book on “The art of startup fundraising” by Alejandro Cremades that would help them in the coming years.



**Report on Venture Base Camp**  
**“How to raise money for your startup”**  
**| 04 – 07 March 2019 | Venture Center, Pune |**



**Report on Venture Base Camp**  
**“How to raise money for your startup”**  
**| 04 – 07 March 2019 | Venture Center, Pune |**

**Feedback scores and evaluation result:**

(04-07 Mar 2019) Venture Base Camp on Raising Money for your startup						
Evaluation Result						
Category		Avg (Max- Min) Count				
Section 1 - Event administration & facilities( Please tick )			Rating Scale			
1	Quality of pre-event (registration, queries)	6.5(3,7)31	1	Bad	2	Well below average
2	Satisfaction with event logistics, arrangements	6.4(5,7)29	3	Below average	4	Average
3	Quality of Staff responsiveness	6.7(6,7)31	5	Good	6	Very Good
4	Satisfaction with structure, design and pace of event	6.1(3,7)31	7	Excellent		
5	Quality of food & beverages	5.6(2,7)31				
6	Venture Center facility (Was it appropriate, clean & comfortable?)	6.7(6,7)31				
	Overall satisfaction	6.4(5,7)31				
Section 2 – Common Sessions & lectures Day 1,2,3			Would you like to get notified about similar events from Venture Center			
1	Day1- Session 1: The Preliminaries	6.4(5,7)28	Yes			27
2	Day1-Session 2: How much money should you aim to raise?	6.2(4,7)28	No			0
3	Day1-Session 3: Structure of a Pitch	6.3(2,7)28	Not mentioned			4
4	Day1-Session 4: Workshop on Business Outline and Financial Simulations	6.2(4,7)28				
5	Day1-Session 5: Workshop on “The Art of Story Telling”	6.3(3,7)29				
6	Day 2- Session 6: “The 1 min elevator pitch”	6.2(4,7)31				
7	Day 2- Session 7: Mentor Mixer on fund raising (panel discussion)	6.3(4,7)30				

**Report on Venture Base Camp**  
**“How to raise money for your startup”**  
**| 04 – 07 March 2019 | Venture Center, Pune |**

8	Day 3- Session 9: Finalizing your pitch documents & Mini-workshop on simulating a term sheet	6.0(4,8)23
<b>Section 3 – Track wise lecture day 2(Please tick your appropriate track lectures)</b>		
1	Day 2- Track 1- Grant writing	6.6(5,7)13
2	Day 2- Track 1-Technology strategy & derisking	6.4(4,7)16
3	Day 2- Track 1- Value proposition & product – market fit and positioning	5.8(1,7)16
4	Day 2- Track 2- How to go about raising Venture capital	6.0(4,7)24
5	Day 2- Track 2- Understanding & negotiating term sheets	5.8(4,7)23
6	Day 2- Track 2-Essentials of impact investing	5.7(3,7)24
<b>Section 4 – Helpdesk for day 1 &amp; day 2( please rate respective Mentor)</b>		
1	Intellectual Property (patents, trademarks, designs etc) with Archana J/Ashutosh P	6.0(4,7)13
2	Regulations with Navnath K	5.9(5,7)10
3	Financial compliance with Nalini Ramaswamy	5.8(4,7)13
4	Legal, ESOPS, SARS, CGAs with Ashish Porwal	6.0(5,7)12
5	DSIR Recognition with Priti Rathi	6.5(5,7)9
6	Scientific Services, Prototyping with Sayali K/Syjava I /Edna J	5.8(4,7)9
7	Animation and visual presentation of value proposition, technology etc with Dhruv Paknikar	5.8(4,7)17

**Report on Venture Base Camp**  
**“How to raise money for your startup”**  
**|04 – 07 March 2019| Venture Center, Pune|**

Section 4 - Comments & Suggestions. Please include if the talk met your expectations.	
1	How useful were the one-on-one mentoring session?(Mentor Mixer)
	Very Useful(4)
	Quite useful
	Fairly Useful, met our expectations.
	Very useful, got a lot of food for thought.
	Very helpful! It got my startup started.
	Discussion helped me to understand what problems to focus on and what not to.
	Got really good insights on what investor look in startup.
	In was best, Supportive, Also further connections are provided for further.
	Marketing Strategies for products & Services.
	Very much insightful, suggestion through these sessions was helpful in refining business model & Plan.
	I got some mentoring from an experienced person in impact funding. He was able to relate to the end user about my product & made me think on their behalf.
	Informative, helped in prioritizing our options.
	Srikant Sastri - Great listening to him & questions were relevant. Dr.Premnath- very good, got good insights.
	Good
	Very Insightful.
	One was useful other one was not as the person was from different field.
	Excellent, especially advice on teams by Mr. Sastri.
	Lot of insight from an outside perspective really helpful to weak.
	Very Useful-gave new perspectives as of entrepreneurs/Investors.
	Very Good, Got some very useful suggestion which we incorporated in the pitch desk.
	It was good to get insight of our business from 3rd party perspective.
	Very useful, informative, insightful
	It was useful in sharpening the focus.
	Helpful in Understanding the investor views on business model, pivot of Pre-requisites initiating discussions with investors.
	Excellent I could get new things to learn.
	It was very detailed & Proper guidance towards company's growth.



**Report on Venture Base Camp**  
**“How to raise money for your startup”**  
**|04 – 07 March 2019| Venture Center, Pune|**

2	Please suggest a topic on which you wish to have a Base Camp on ?
	Regulatory requirements for biomed startups.
	Financial Planning & Projection.
	Connecting hospitals/doctor to prototype stage startup for pilot studies.
	Product-Market fit.
	How to validate (get certified) in order to get derisking. How govt. agencies will help if product performance goes wrong on field.
	Market strategy from Venture center.
	Networking in India Context, how to find the right board members, roles of lawyers, CAS & Financial consultants.
	Value proposition
	Marketing
	List of VC AC's.
	More Investors
	Establishing legal & Business Contracts.
	Pharma/Biologicals development challenges/solutions.
	Finding a co-founder
	Entrepreneurial innovators & Advisory board networking.
	Strategy, sales ,marketing
	Handholding to select right grant & apply. Financial Simulation from business plan of 10 years with handholding for term sheet.
	More on Financial Progression.
	Commercializing a capital intensive startup.
	Building the right board, Company Valuation.
	Nutrition & Food Business.
	Valuation & Demystifying term sheets.
	Bioplastic for sustainable packaging.
	A base camp on scaling up the business.

**Report on Venture Base Camp**  
**“How to raise money for your startup”**  
**| 04 – 07 March 2019 | Venture Center, Pune |**

<b>3</b>	<b>How did you hear about the Camp ?</b>
	Venture Studio, Ahmadabad
	Email(16)
	Venture center.
	NIDHI-EIR
	Through Incubator
	Through Incubator(KIET Ghaziabad)
	BIRAC(3)
	Yes
	P2P Whatsup
	Online/Linkedin
	Yes
	Incubator at Venture center.
<b>4</b>	<b>Was this camp helpful in preparing your roadmap &amp; Structure of supporting documents for raising Money?</b>
	Yes(20)
	To a 60% extent helped in structuring finances.
	Very Helpful(3)
	It should be very helpful.
	Some what
	Yes, Definitely & such camps do help align ourselves periodically.
	Not so much
	Very very helpful we could see a new vision.

**Report on Venture Base Camp**  
**“How to raise money for your startup”**  
**| 04 – 07 March 2019 | Venture Center, Pune |**

5	Was 4 days too long for a workshop?
	Yes(11)
	No(16)
	NM(4)
	2& half would suffice
	3.5 days is a good duration.
	May be
	It could be timed in 3days.
	I feel it should be long mentoring (Ex:30hrs mentoring during duration of 6 months.)
	Fine considering the size of attendees.
	Weekends could have been included.
	2 days would be more than enough.
	Good time
	It require to understand & Build the network help.
	4 days was adequate duration. 2 days was very hectic but worth it.
	Not at all, in fact it gave opportunity to come out from day-to-day operations & focus on Strategy.
	I think we can wrap it up in 3 days.
	Seemed less but then we need to keep a balance of priorities.
	It is good. 4 days essential, Don't cut short.



**Report on Venture Base Camp**  
**“How to raise money for your startup”**  
**|04 – 07 March 2019| Venture Center, Pune|**

<b>6</b>	<b>What changes would you like to be seen in the next base camp</b>
	Topics could directly deal with core concern areas: get industry relevant speakers only if possible.
	Participant Interaction
	Term Sheet, Structure was too much to absorb in one day.
	In 30 hour mentoring we can interact with mentor several times within 6 months(single mentor is better)
	Fri-Mon Schedule(if duration is of 4 days)
	Shorter format + discussion sessions with entrepreneurs who have raised money from VC.
	More examples on failure & Failure Analysis.
	Increase number of entries.
	More real Investor
	Good Times
	Personally something more specialized eg pharma/dmg discovery.
	Could have split the 1st 2days over 1st 3 days with time on the same day to work on concept to learnt.
	May be helpdesks of agencies who do sales/marketing.
	More one to one guidance by VC on things pending from our side after this camp.
	More Workshops.
	Specific Workshops( Hands on Practices)
	Make it a Friday-Monday Event.
	Senior Policy making people from commerce & Industry.
	Little bit more on financial road map preparation.

Nikita Jhaveri  
 BRBC  
 Venture Center, Pune