# Online Clinic for Startups on Managing Resources & Funds in Times of Crisis by Mr. Sachin Oswal | 28- April - 2020

BRBC's M Clinic was organized as an Online event for Startups on Managing Resources & Funds in Times of Crisis

- COVID-19 pandemic is significantly impacting businesses, including startups across the globe. This event will helped the participants to understand how to plan and optimize their resources (funds, HR, goods etc) to ensure effective running of the company and being able to meet key deliverable in such times.
- Participants got insights on strategies for managing Operations with limited resources
- Participants got insights on fund management when funding is uncertain
- Participants got insights on managing customer requirements
- Participants got insights on developing strategies for staff retention and incentivisation
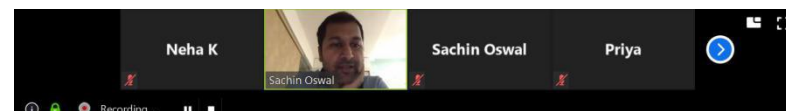
1. Scenario Planning – Variables

Medical
1. **Containment of Virus:** 3m (best case), 6m, Unknown (worst case)
2. **Finding a Cure / Vaccine:** 6m, 12m, 18m

Economic / Political
3. **Lockdown:** 3m (best case), 6m, Unknown (worst case)
4. **Workforce Dependency:** Manufacturing, Services that depend on migrant workers will have challenge.

Financial / Business
5. **Stage of your Company:** Pre-Revenue, Post-Revenue with sales in lockdown, Post Revenue with no-sales in lockdown
6. **Availability of Funds:** In bank or bridge rounds now
7. **Sector / Industry: Think very hard through the first, 2nd, 3rd order effects**
   - Digital Economy: This is not a presentation for you. You need a different rulebook.
   - Non Discretionary – 3m: Grocery (Perishable & Non-perishable), Medicines, Telecommunication
   - Discretionary (Essentials) – 6m: Healthcare, Consumer industries like Clothing, Transportation
   - Discretionary (Non Essentials) – 12m: Travel, Real Estate, Entertainment, Consumer Electronics
8. **Office Location:** India, International. In the Hotspot – Green, Orange or Red zone.
9. **Market Location:** India, International. In the Hotspot?
10. **Digital Leverage & Preparedness**

<u>Note</u>: Assume start in April. Look for the peak to guess the end – are we there yet? Its tough to make 3 cases based on each variable. So create 3 scenarios – Best Case, Worst Case, Happy Case –and assume the most suitable value of each variable for those cases. For e.g. for worst case assume the worst lockdown.

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Key Points of the discussion :

1. Scenario Planning
   a. Impacts & Trends
   b. Variables
   c. Scenarios
2. Fundraise
   a. Key Considerations
   b. Being Opportunistic
3. Business Continuity Planning
   a. Team Enablement
   b. Stakeholder Management
   c. Operations Planning
   d. Cashflow Management

- Create a Matrix for your company : Best Case, happy case , worst case scenario
- Prepare yourself for 6 months of cash-flow and act accordingly
- Investors likely to invest in Q2-Q3 in startups helping to fight Covid-19
- Plan and act on business continuity, cost cuttings : pause all capex ; be frugal & focus on core business.
- Accept Digital work culture

Link to recorded Zoom Meeting :

https://drive.google.com/drive/folders/13gUN1-wixfwHO9WL_TE8q9bYyXQdJgB5?usp=sharing

List of Participants

Serial #	Name of the Participant	Name of the Company
1	Abin Abraham	Avani Pharma Pvt Ltd
2	Amandeep Srivastava	Black Eye Technologies Private Limited
3	Arvind BG	Ace Tech
4	Lakshay Sethi	NA
5	Parag Mulye	Bonne Sante meditech LLP
6	Poonam	Oottru
7	Prateek Sharma	Heelium
8	Rachna Dave	MicroGO
9	Raghaw Khetan	FUMA Labs
10	Renuka Karandikar	Bioprime
11	Siddharth	Individual
12	Sreekar Kothamachu	Nesa Medtech Pvt Ltd
13	Tarak Badkas	FUMA Labs

Feedback

(28 April 2020) Online Mclinic with Mr Sachin Oswal	
Evaluation Results - Online Poll taken during live sessions	
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	6.3 (5,7) 9
Satisfaction with Content	6.3 (5,7) 9
Satisfaction with Speakers/mentors etc	6.5 (5,7) 9
Satisfaction with srtucture,design and pace of event	6.4 (5,7) 9
Please Provide the following information	

You are a:		You became know of this event via:	
Student	1	E-mail	4
Entreprenuer	7	LinkedIn	1
Employed	1	Twitter	1
Other	0	Facebook	1
Not mentioned	0	Whatsapp	1
		Others	1

Neha K
BRBC Team