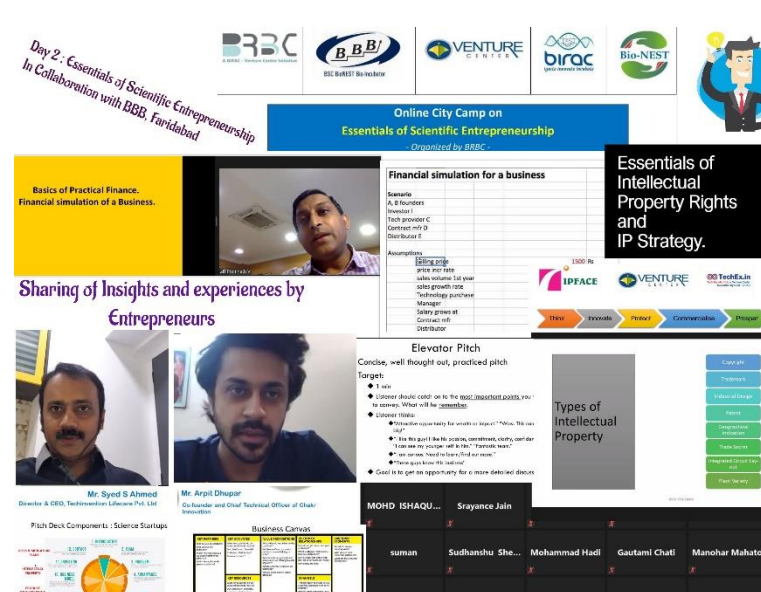




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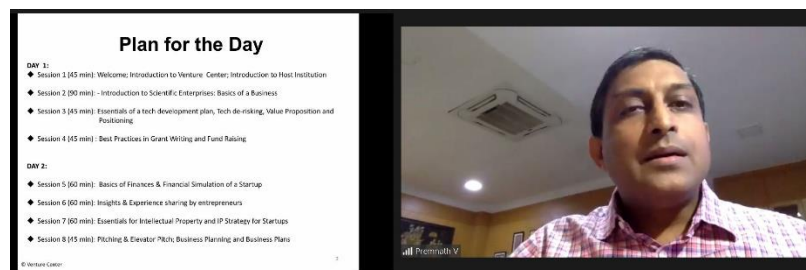


*Online City Camp on: Essentials of Scientific Entrepreneurship in Collaboration with BBB, Faridabad Day 1 & Day 2*

BRBC'S City Camp was a two-day online event organized on 05-06 November 2020 in Collaboration with BSC BioNEST Bio-Incubator (BBB), Faridabad. 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 BBB Incubator.



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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 Ms. Suman Gupta (Chief Operations Officer at, BBB, Faridabad.)

Ms. Suman gave an overview of various initiatives at BBB incubator.


- Welcome & Introduction to Venture Center
- Introduction to BBB, Faridabad





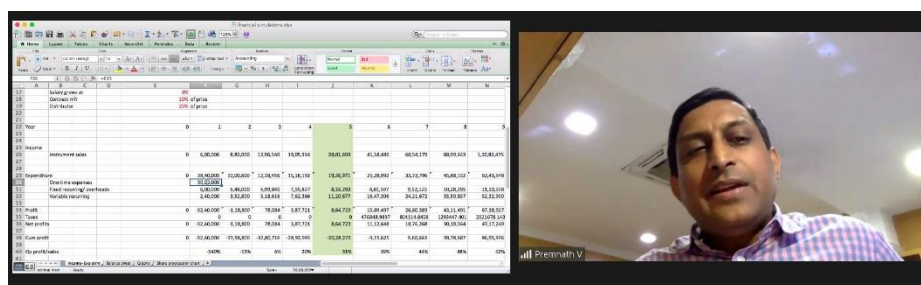
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<p><b>The “perfect” businesses</b></p> <ul style="list-style-type: none"> <li>□ The “perfect” businesses:             <ul style="list-style-type: none"> <li>□ Make “pain killers” and not “vitamins”</li> <li>□ Address burning problems that customers are “dying” to solve</li> <li>□ “makes money while you sleep”</li> <li>□ Products/IP and not services</li> <li>□ customer pays in advance</li> <li>□ Most business close because of insolvency and not bankruptcy. “Cash is king”</li> <li>□ Have a sustainable competitive edge</li> <li>□ Ex: control on raw materials or patents</li> <li>□ From investor perspective: clarity on buyers for the company or how they can exit</li> </ul> </li> </ul> <p><i>Amusingly, the trader’s mantra is: Buy low, sell high, collect early, pay late!</i></p> <p>ture Center 24</p>	<p>Sessions were conducted as below:</p> <p><b>Session 1:</b></p> <ul style="list-style-type: none"> <li>• Introduction to Scientific Enterprises: Basics of a Business. : By Premnath V.</li> </ul>
<p><b>Tech De-Risking</b></p> <p>The process of product and technology development contains risk. Developing a product that uses new technologies even increases the risk. Therefore it is important to understand those risks early and have strategies to mitigate them.</p> <div style="display: flex; align-items: center;">  </div> <p>venture Center 33</p>	<p><b>Session 2:</b></p> <ul style="list-style-type: none"> <li>• Essentials of a tech development plan, Tech de-risking, Value Proposition and Positioning. : By Priya Nagaraj</li> </ul> <p><b>Session 3:</b></p> <ul style="list-style-type: none"> <li>• Best practices in grant writing and fund raising. : By Priya Nagaraj</li> </ul> <p>Sessions were followed by an open forum of question &amp; answers.</p>



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## Day -2

Day 2 Started

Session 5:

- Basics of finances
- Financial simulation

: By Premnath V

Session 6:

- Sharing of Insights and experiences by Entrepreneurs

- **Syed S Ahmed**

[Director & CEO, Technvention Lifecare Pvt. Ltd]

- **Arpit Dhupar**

[Co-founder and Chief Technical Officer of Chakr Innovation.]

Through this extempore talk & interactive discussion participants learned from entrepreneurs about their real-life experiences throughout 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.





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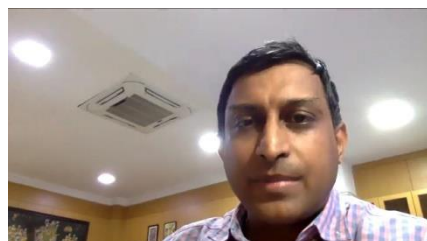
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#### Elevator Pitch

- ◆ Concise, well thought out, practiced pitch
- ◆ Target:
  - ◆ 1 min
  - ◆ Listener should catch on to the most important points you wish to convey. What will he remember.
  - ◆ Listener thinks:
    - ◆ "Attractive opportunity for wealth or impact." "Wow. This can be big!"
    - ◆ "I like this guy! I like his passion, commitment, clarity, confidence."
    - ◆ "I can see my younger self in him." "Fantastic team."
    - ◆ "I am curious. Need to learn/find out more."
    - ◆ "These guys know this business"
- ◆ Goal is to get an opportunity for a more detailed discussion.

#### Pitch Deck Components : Science Startups



#### Session 7:

- Essentials of Intellectual property and IP: strategy for startups:

By Ashutosh Prachand

#### Session 8:

- Pitching and elevator pitch
- Business planning and business plan

: By Premnath V.

These sessions were followed by open forum of questions

**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	Name	Affiliated Institute	City
1	Aarushi Bhardwaj	G D Goenka University, Gurgaon Harayana	Gurugram
2	Akib Nisar	Rajiv Gandhi Institute of IT and Biotechnology	Pune
3	Anjali Singh	GD Goenka university	Bhiwadi, Rajasthan
4	Anoop Anand Malik	TERI School of Advanced Studies	Faridabad
5	Aseem Visal	University of Colorado, Boulder	Pune
6	Devika Wattal	NA	Agra (UP)
7	Dilifa Noronha	MIT, MAHE	Manipal, Karnataka



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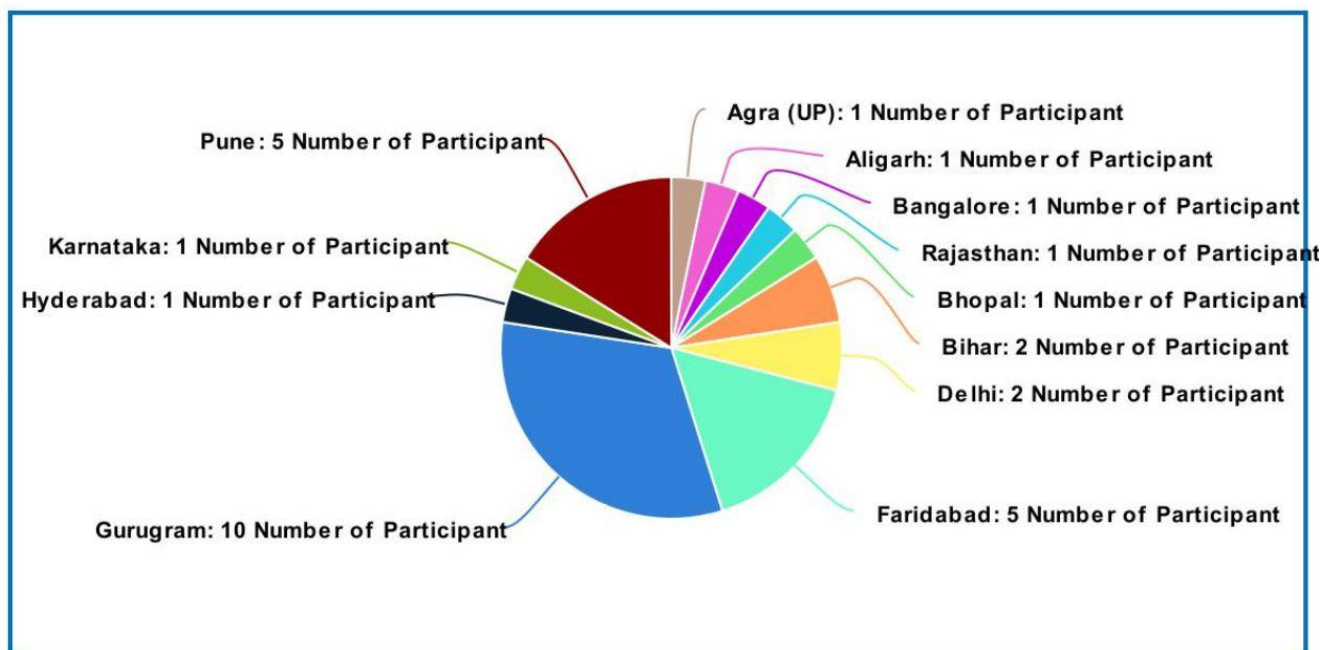
8	Ekta	GD Goenka University	Gurugram
9	Gautami Chati	MIT Academy of Engineering, Pune	Pune
10	Geetanshi Singla	GD Goenka University	Gurugram
11	Gunja	GD Goenka University	Gurugram
12	Himanshu Rajput	GD Goenka University	gurugram
13	Hridni Mishra	Manipal institutes of technology	Bhopal
14	Kamal Patra	YBN University Ranchi Jharkhand	Bihar- Ranchi
15	Kanchan	GD Goenka University	Gurugram
16	Mistry Ronak Yogesh	MIT Academy of Engineering, Pune	Pune
17	Mohammad Hadi	BVDU (Pune) / HNBU (Garhwal University)	Hyderabad
18	Neha Jakhar	GD Goenka University	Gurugram
19	Nidhi	GD Goenka university	Gurugram
20	Nidhi Didwania	Manav Rachna International Institute of Research & Studies	Faridabad
21	Parul Singh	GD Goenka university	Gurugram
22	Pashmin kaur Anand	Rajiv Gandhi Institute of IT and Biotechnology of Bharati Vidyapeeth Deemed to be University	Pune
23	Rajat Bansal	School of International Biodesign, AIIMS	Delhi
24	Ritul Parashar	GD Goenka university	Aligarh
25	Sandeep Verma	InnoDx Solutions Pvt Ltd	Delhi
26	Shashi Shekhar	Gautam Buddha University	Bihar-Chapra
27	Sonia Madan	Galgotias university	Faridabad
28	Srayance Jain	Anziam Bio Private Limited	Faridabad
29	Sudhanshu Shekhar	BSC BioNEST Bio-Incubator (BBB)	Faridabad



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30	Suraj Prakash	NA	Gurugram
31	Vadiraja P	Manipal Institute of Technology	Bangalore







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**Feedback scores and evaluation result:**

**(5-6 November 2020) Online City Camp - Essentials of Scientific Entrepreneurship in Partnership with BBB, Faridabad**

**Rating Scale**

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

<b>Category</b>	<b>Avg (Max-Min) Count</b>
<b>Section 1 - Event</b>	
Overall Satisfaction with Event	6.1(2,7)34
Satisfaction with Content	6.1(2,7)34
Satisfaction with Speakers/mentors etc.	6.2(2,7)34
Satisfaction with structure, design and pace of event	6(2,7)34
<b>Please Provide any other suggestions, comments etc here</b>	
Both the days were very interesting and knowledgeable. It was very informative to me.	
A little slower pace of event, and making it more space for Q&A	
It is overall good	
Make it more interactive and use animated videos instead of text!	
Very nice session. I have just one question how I can do my msc from your institute faridabad	
I would have liked little more weightage for explaining day2 session1 on business finance. It was by far best session, and most appropriately paced.	
very informative session, truly beneficial for my future.	
It was extremely informative, also Dr. Premnath's explanation was the best.	
This is one of the best training sessions I have attended. From the beginning, the tips for selling the benefits of the product than the features, the product-market fit exercise and the 2nd day's financial simulation has been very interactive interesting. The practical approach made me understand a lot of concepts. I'm looking forward for more valuable sessions like these from Venture Center	



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I WISH TO PARTICIPATE INDIVIDUALLY WITH THE EXPERT MEMBERS AND WELCOME TO ALL THE MEMBERS AT YBN UNIVERSITY RANCHI JHARKHAND	
Excellent session. Quite informative and it will help entrepreneurs to be aware pf the pitfalls beforehand.	
It would better if we have such event like once in 6month due to development and upcoming strategy which will be helpful for us to understand more how well we can setup new companies or how we can be in the market with our product	
Excellent, Satisfied with the sessions.	
Was good learning experience... All sessions were really informative.	
Very well packed and insightful sessions. And I really appreciate the moderation and time management of both the sessions. Couple of suggestions: 1) Communication for the event: I did not receive any confirmation email before the session even after registration. I felt it could have been managed well. 2) Some sessions felt a bit rushed so i think a break or two would have been great just for a breather to shift gears.	
Very informative session for us.	
Excellent sessions, very good for startups and starting new business. Please keep going on such sessions in future.	
Very helpful session	
Very informative	
The event was extremely knowledgeable and informative. I would like to thank Dr Premnath and Priya for their presentation and valuable talks. I would also thank Neha for her support during the two half days camp. I personally feel that second day lecture delivered by Dr Premnath on costing and profit analysis should be little more elaborative.	
The webinar is good	
It was extremely informative, also Dr. Premnath's explanation was the best.	



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How did you hear about the event				Category wise attendees	
Whatsapp	6			Student	23
Email	20			Employed	4
LinkedIn/facebook/twitter	4			Entrepreneur	4
Others	4			Others	3

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