



**-Report On-**  
**Designing a Project Management Plan**  
**& Business Development Strategies for Your Startup**  
**17-18 May 2021**  
**by Mr. Ravi Sarangapani & Mr. Kaushik Gala**  
**- Organized by BRBC -**



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

**Project Management**  
 Ravi Sarangapani  
 17 May 2021

**First Activity – Let’s jump to the software**

- Start a new project
- Understand the Plan - Menu
- Enter Project Information
- Setup your Project Base Calendar with a six day week
- Setup Duration Settings – 48 hrs / week
- Understand the Resources Menu
- Access from Resources or from View Menu
- Practice updating resources
  - Summary/line update
  - Dialog Box update (Cost, Availability)
- Pay attention to Resource Calendar

**10 minutes to do this yourself**

**Market Sizing: TAM, SAM, SOM**

TAM: Total Available Market (the entire market)  
 SAM: Serviceable Addressable Market (the market segment you target)  
 SOM: Our Share of Market

**Segmentation – Talk to Dozens in Each Segment**

App Builders, Providers, Patients, Research, Device Makers

**Digital Marketing Flywheel**

Attract & engage (generate leads) → Offer your authority to reach (build awareness) → Attract your content (use your website, articles, etc.) → Build trust (offer a free trial, demo, or consultation) → Push forward (generate content for your website)

**How?** (Logos: visitortrack, matomo, lead411, LinkedIn, Instightly)

**Zoom Meeting Grid**



**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.**

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, mile stones, 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.



**On Day 2 of the event 2 Participants were selected to do a Live 1-1 interaction about their project with Mr. Ravi S. and 2 Participants were selected to do a Live 1-1 interaction about their business development & go-to market strategy plan.**

## **Attendees: Total 26 participants attended the venture base camp**



Day 1 & Day 2 recorded workshop: @ eVBC: "Designing a Project Management Plan for Your Startup" | 09, 10 September 2020| will be available on request kindly mail [neha@venturecenter.co.in](mailto:neha@venturecenter.co.in)

Sr.No	Name	Associated Organization
1	Anwasha Dutta	Venture Centre
2	Atharva Vivek Kulkarni	KIT's College of Engineering
3	Dr Neeta Doshi	ArtION Rain and Clean Enviro Technology Pvt Ltd
4	Dr. Vanita Prasad	Revy Environmental Solutions Pvt Ltd
5	Gandhali Bapat	Institute of Bioinformatics and Bio
6	Laxmi Behere	NA
7	Mahesh Londhe	AgroZee Organics Pvt Ltd
8	Manoj Sanker	Nemocare Wellness Pvt Ltd
9	Mehul Baldwa	Utopic Tech private limited
10	Nusrat J M Sanghamitra	CyGenica
11	Pranita Shivaji Shedage	Green Pyramid Biotech Pvt Ltd
12	Priyanka Pothan	Relicus Bio Pvt. Ltd.
13	Samadhan Nagane	CSIR-NCL
14	Siddharth Jain	Heelium
15	Sivakumar Gopalakrishnan	Kasturba Medical College-Manipal
16	Somnath Chanda	Brahmaputra TechnoPharmaceuticals Pvt. Ltd.
17	Suyash B. Patil	IRRI
18	Vaishnavi Kulkarni	Intignus Biotech Pvt Ltd
19	Shubham Singh	Craсте
20	Anilkumar Doshi	NA
21	Aditya Kabra	ZeroPlast Labs
22	Lokesh Sharma	MIT ADT University
23	Bhavesh Manojkumar Jain	Department of Technology, SPPu
24	Pooja Devadiga	Blackfrog
25	Chetna Dharmavat	Venture Centre
26	Rupesh pawar	KVL global solutiom



## DAY 2 One-One Meetings:

Sr.No	Meeting with Mentor	Participant Name	Participant Organization Name
1	Mr. Ravi Sarangapani	Siddharth Jain	Heelium
2		Mehul Baldwa	Utopic Tech Private Limited
1	Mr. Kaushik Gala	Ms. Nusrat Sanghamitra	CyGenica (previously CyCa OncoSolutions)
2		Mr. Shubham Singh	CRASTE (FuMa Labs)

## Feedback & Evaluation Result:

<b>(17-18 May 2021) eVBC on Designing Project Management Plan &amp; Business Development Strategies for Your Startup</b>	
<b>Rating Scale: 1 Bad   2 Well below average   3 Below average   4 Average   5 Good   6 Very Good   7 Excellent</b>	
<b>Category</b>	<b>Avg (Max-Min) Count</b>
<b>Section 1 - Event</b>	
Overall Satisfaction with Event	<b>6.1(3,7)25</b>
Satisfaction with Content	6.0(3,7)25
Satisfaction with Speakers/mentors etc	6.1(3,7)25
Satisfaction with structure,design and pace of event	6.1(4,7)25
<b>Please Provide any other suggestions,comments etc here</b>	
Very nice session. More practice is required on software	
More in-depth session on Project Management, detailed dive and fundamentals would be helpful	
Revenue model, business plan, financial projections with case studies	
More sessions on finances; Conduct workshop and one to one mentorship	
The project management software learning was little difficult to grasp, it be great if the recording can be shared. And the Business development event was full of his experience and practical advice, it also would be great if you can share his recording too. Thanks	
It was indeed a very informative session and if an option to record the session or get a recording was available it would be great as the information, they were telling was so important and critical that at least some of us as beginners to management would need more time to process and get the complete information. The presenters chosen were best in class and it was indeed a great experience to hear from them	
Most of the sessions/workshops are centred around MedTech space. I would appreciate if you consider having sessions on i)project management ii) business model innovation/development/strategy development for biotech and pharma startups. Thank you.	
Want a 1-1 session with the expert to help in termsheet , business plan and revenue model	



How did you hear about the event		
Whatsapp	6	
Email	17	
LinkedIn	1	
From my company/ Through a colleague	1	
Which category do you belong to		
Entrepreneur	17	
Employed	6	
Student	2	

Report By –  
Neha K  
BRBC Team