



## Online M Clinic on Sales & Marketing Strategies, Business Planning & Regulations For Medical Devices

- Organized by BRBC -

<b>Potential gains</b>	<ul style="list-style-type: none"> <li>The event is an online M Clinic organized by BRBC.</li> </ul>
<b>Organized by</b>	<ul style="list-style-type: none"> <li>BIRAC Regional BioInnovation Center (BRBC) @ Venture Center</li> </ul>
<b>Supported by</b>	<ul style="list-style-type: none"> <li>BIRAC (Biotechnology Innovation Research Assistant Council)</li> <li>Venture Center</li> </ul>
<b>For whom</b>	<ul style="list-style-type: none"> <li>Entrepreneurs, early stage startups, Venture Center incubatees</li> </ul>
<b>Mentors</b>	<ul style="list-style-type: none"> <li>Mr. Ravi Sarangpani - Sales and Marketing Expert</li> </ul>
<b>When</b>	<ul style="list-style-type: none"> <li><b>Monday   20 December 2021   11.00 am – 02:00 pm</b></li> </ul>
<b>Where</b>	This is an online Clinic - to be held on online platform; Link to the event will be shared with selected participants
<b>Registration</b>	Register at : <a href="https://bit.ly/MClinicRaviS">https://bit.ly/MClinicRaviS</a>
<b>Contact</b>	<b>Technical queries:</b> Neha K <a href="mailto:neha@venturecenter.co.in">neha@venturecenter.co.in</a>

### Slots for Mentoring Clinic (11:00 am - 02: 00 pm)


#	Date	Time	Name of Participant	Designation	Company Name
1	20-Dec-2021	11:00 am – 12:00 pm	Adarsh Natarajan	Founder	Aindra Systems
2	20-Dec-2021	12:15 pm – 12:45 pm	Sanjay Inagle	Founder, CEO	BMek
3	20-Dec-2021	01:00 pm – 02:00 pm	Amey Desai	Founder	Lifespark Technologies



**Mentor :**

 <p><b>Mr. Ravi Sarangapani</b></p>	<p><b>Mr. Ravi Sarangapani</b>  <b>Consultant Medical Devices Product Development</b></p> <p>Mr. Ravi has previously held senior positions for Sushrut / Adler in Product Development, Sales and Marketing, Regulatory affairs. Accomplished professional with over 25 years in the medical device industry encompassing leadership roles in New Product Development, Quality Management and Regulatory affairs, Marketing, Sales and Business Development. Proven track record of managing the new product development process from conceptualization and market analysis through development, risk management, pre-clinical evaluation, verification and validation, test marketing to commercialization. Outstanding communication talents with proven ability to build and lead highly efficient teams, train technical professionals and to convey complex concepts in understandable terms. Especially skilled at problem analysis and resolution, strategic planning and budget controls. Strong background of interactions with Key Opinion Leaders, customers and trade channels throughout Asia, Middle east, Africa and some areas of Europe.</p>
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**About the Organizers**

	<p><b>BIRAC Regional Bio-Innovation Center (BRBC)</b> is a resource intensive center set up by BIRAC at Venture Center. Through its diverse initiatives, BRBC aims to significantly impact the translation of high quality innovative ideas across diverse ecosystems into viable and sustainable business enterprises. BRBC Initiatives: Venture Mentoring Service; Venture Base Camps; Regulatory Information and Facilitation Center; BioIncubation Practice School</p> <p>For more information, visit <a href="http://www.brbc.venturecenter.co.in">www.brbc.venturecenter.co.in</a></p>
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**Supported by**

	<p><b>Venture Center</b> is India's largest inventive enterprises and scientific business incubator. Venture Center is a technology business incubator hosted by CSIR-NCL and supported by the Department of Science &amp; Technology's National Science &amp; Technology Entrepreneurship Development Board (DST-NSTEDB) and BIRAC.</p> <p>For more information, visit <a href="http://www.venturecenter.co.in">www.venturecenter.co.in</a></p>
	<p><b>Biotechnology Industry Research &amp; Assistance Council (BIRAC)</b> is a new industry-academia interface and implements its mandate through a wide range of impact initiatives, be it providing access to risk capital through targeted funding, technology transfer, IP management and handholding schemes that help bring innovation excellence to the biotech firms and make them globally competitive.</p> <p>For more information, visit : <a href="http://www.birac.nic.in">www.birac.nic.in</a></p>