



Venture Base Camp on:
Value Proposition Design, Articulation & Validation
- Organized by BRBC -

Potential gains	<p>This workshop is a Venture Base Camp (VBC) aimed at startups across various stages to learn exactly what you need to communicate about yourself and your business, by creating a strong value proposition! This workshop is designed to train entrepreneurs and business owners how to craft an effective positioning statement that explains what benefit you provide for who and how you do it uniquely well.</p> <ul style="list-style-type: none"> • Create a strong differentiation between you & your competitors • Increase not only quantity but also quality of prospective leads • With a compelling value proposition grab the customer's attention and encourage them to read more about your product, rather than hit the back button!
Organized by	<ul style="list-style-type: none"> • BIRAC Regional Bio-Innovation Center @ Venture Center
Supported by	<ul style="list-style-type: none"> • BIRAC • Venture Center
When	Monday, Tuesday 29, 30 August 2022 Time: 09:30am – 05:30 pm
Where	Lecture Theater, Venture Center, 900 NCL Innovation Park, Dr. Homi Bhabha Road, Pashan, Pune – 411008
For Whom	<ul style="list-style-type: none"> • Early stage startups
Registration	<p>Registration Process: Step 1: Interested participants need to fill in registration form at the following link. Register online at: https://tinyurl.com/VBC-SN-Value-Proposition Step 2: Email invite will be sent post screening of registration details. Limited seats!! Total number of seats: 20 Registration fees: Rs. 1000/- Step 3: Attendance only on confirmation of payment of registration fees</p> <p>Please note: All participants are required to carry their own laptops; internet connection will be provided by us!!</p>
Contact	<p>Technical queries: Meghana B meghana.bhandari@venturecenter.co.in Registration related Queries: Lipika B eventsdesk@venturecenter.co.in</p>



Introduction

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:

To train entrepreneurs and business owners on how to craft an effective positioning statement that explains what benefit you provide for who and how you do it uniquely well.

Course Description:

Talks, insights & activities that will eventually help you build your own strong value proposition.

Workshop includes

- Workshop includes tea, snacks and lunch at the Innovation Café.
- Free membership in mailing list to follow-up on workshop and intimation of relevant events/ funding/ opportunities from Venture Center.
- One-year free reference membership to Venture Center Library (<http://www.vcenterlibrary.org/>)

Workshop excludes

Please note that the participants will have to arrange for their own travel*, local transport and accommodation and dinners. For more information on Pune city, travel, transport and stay options, see <http://www.venturecenter.co.in/puneguide/>



Workshop Schedule

Day 1: Monday, August 29, 2022

09:30-10:00 am	30 mins	Registrations	Sundara Nagarajan
10:00-10:15 am	15 mins	Introduction to Venture Center	
10:15-11:15 am	60 mins	Session 1: Understanding Value Proposition	
11:15-11:30 am	15 mins	Tea Break	
11:30-12:30 pm	60 mins	Session 2: Value Proposition Canvas	
12:30-01:00 pm	30 mins	Q & A/ Discussion	
01:00-02:00 pm	60 mins	Networking & Lunch	
02:00-03:30 pm	90 mins	Crafting your value proposition message	
03:30-03:45 pm	15 mins	Tea Break	
03:45-05:00 pm	75 mins	Session 3: Developing Value Proposition	
05:00-05:30 pm	30 mins	Review Session & Day 1 Closure	

Day 2: Tuesday, August 30, 2022

09:30-10:45 am	75 mins	Session 4: Validating Value Proposition	Sundara Nagarajan
10:45-11:00 am	15 mins	Tea Break	
11:00-12:30 pm	90 mins	Activity: Build Value Proposition Canvas	
12:30-01:30 pm	60 mins	Networking & Lunch	
01:30-04:00 pm	150 mins	You present your value proposition	
04:00-04:15 pm	15 mins	Tea Break	
04:15-04:30 pm	15 mins	Tour of Venture Center	




Speakers at Venture Base Camp: (In order of last names; alphabetical order)

	<p>Sundara Nagarajan</p> <p>Nagarajan is Managing Director at InnovationScaleUp Advisors (ISA) Private Limited, an advisory platform and practice that helps innovators and investors scale-up technology-based businesses and monetize innovation, globally. ISA helps accelerate the monetization and scaling of disruptive companies. Nagarajan deeply relates to the challenges involved in scaling ideas to deliver business value, owing to his career in computer systems development engineering for over three decades. He is an accomplished senior technologist with experience in startup initiatives of large global enterprises and early-stage companies. He has performed director-level technical leadership and executive management roles in product development and deployment serving Customers worldwide. His subject matter expertise is in computer systems architecture, data management, and systems/software engineering.</p> <p>As a Technical Director at NetApp and as Distinguished Technologist at HP Enterprise, he contributed to the architecture development of enterprise-class products and solutions. As a</p>
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	<p>member of the founding management team of Philips Innovation Campus and as Director (Systems) at HP, delivered high-volume consumer and enterprise-class products, managing large teams of R&D engineers. As Director-Technology at IPValue, he developed deep knowledge and expertise in the business aspects of innovation and commercializing intellectual property. He co-founded Bluefont Technologies to develop technology for high-bandwidth short-range wireless. Started his career at Wipro, during the early days of Information Technology in India and grew through different roles. Nagarajan holds M.S. (By Research) from the IIT-Madras and graduate degree in Electrical Engineering from the University of Calicut, India.</p>
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Organizers (in order of last names; alphabetical order)

	<p>Meghana Bhandari Associate- Bioincubation, Venture Center</p> <p>Meghana is responsible for planning & co-coordinating activities of BRBC. She is actively involved in curating the content for all BRBC activities. She studied M.Tech in Biomedical engineering from IIT Ropar. During her Masters she did her project work on intranasal drug delivery system for treating Alzheimer's Disease. Previously she has worked as a medical writer for a biopharma company.</p>
	<p>Dr. Smita Kale Manager- Bioincubation, Venture Center</p> <p>Smita as part of incubation team, facilitates incubator operations by interacting with incubatees, infrastructure and facilities creation and development of the ecosystem. She is leading Bio-incubation activities, Center for Biopharma Analysis (CBA) and BIRAC's Regional Bioinnovation Center (BRBC) projects at Venture Center. She is actively involved in mentoring startups at Venture Center. She is Ph. D in Pharmaceutical Chemistry from Institute of Chemical Technology, Mumbai and prior to joining Venture Center has had academic experience of 12 years which includes research experience of 3.6 years.</p>
	<p>Premnath Venugopalan Director, Venture Center Head, NCL Innovations</p> <p>Premnath holds a B.Tech from the Indian Institute of Technology - Bombay and a Ph.D. from the Massachusetts Institute of Technology, USA. He has also been a Chevening Technology Enterprise Fellow with the Centre for Scientific Enterprises, London Business School and Cambridge University, UK. He brings with him considerable experience in technology development and commercialization, working with start-up companies (in Cambridge-UK and India) and engaging with large corporations on research and consulting projects as project leader.</p>

About the Organizers

	<p>BIRAC Regional Bioinnovation Centre (BRBC) is the third regional centre of BIRAC and is located in Venture Center. BRBC aims to fill up key innovation ecosystem gaps for bio-based industry sectors and thus significantly impact the translation of high-quality innovative ideas into viable and sustainable business enterprises. Some key BRBC initiatives are Venture Mentoring Service; Venture Base Camps; Regulatory Information and Facilitation Centre; Bio Incubation Practice School.</p>
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	More on: http://www.brbc.venturecenter.co.in/
Supported By	
	<p>Biotechnology Industry Research & Assistance Council is a non-profit company created by the Department of Biotechnology (Government of India) with a mandate to develop the national ecosystem for biotechnology innovation and entrepreneurship and provide targeted support to innovators and entrepreneurs.</p> <p>For more information about BIRAC: www.birac.nic.in</p>
	<p>Venture Center 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 & Technology's National Science & Technology Entrepreneurship Development Board (DST-NSTEDB) and BIRAC.</p> <p>For more information, visit http://www.venturecenter.co.in/</p>