

Report | 16-17 March 2023 | Thursday & Friday | City Camp on Essentials of Scientific Entrepreneurship in collaboration with Sri Ramachandra Innovation Incubation Centre (SRIIC, SRIHER Chennai)

About the Event

BRBC'S City Camp was organized on 16-17 March 2023 in collaboration with Sri Ramachandra Innovation Incubation Center (SRIIC, SRIHER Chennai). The first day workshop, intended for budding entrepreneurs, introduced key aspects of scientific entrepreneurship such as innovation vs invention, value proposition, tech de-risking, business plan and funding landscape. The second day workshop included talks on basics of finance for entrepreneurs, financial simulation of startup, had exciting competitions on value proposition and need identification and concluded with one-on-one mentoring sessions for selected entrepreneurs from mentors.



Session Description

-INTRODUCTION

- The session began with a brief introduction about Venture Center & its initiatives by Dr. Smita Kale followed by an overview of SRIIC activities by Anand Thiruvananukarasou, Technical Manager, SRIIC.

-OVERVIEW OF SCIENTIFIC ENTREPRENEURSHIP

- The session conducted by Dr. Premnath V. discussed concepts like inventions and patents, ideation and innovation vs invention

-VALUE PROPOSITION & POSITIONING

- The session conducted by Dr. Premnath V. discussed concepts like strengthening value proposition and value proposition canvas. The attendees were given an exercise to solve as competition; while cash reward was announced for the top winners.

-TECH DEVELOPMENT DE-RISKING & COMMERCIALIZATION

- The session conducted by Dr. Premnath V. discussed concepts like TRLs, positioning statement, patent strategy & product positioning.

-BUSINESS PLAN & ELEVATOR PITCH

- The session conducted by Dr. Premnath V. discussed concepts like pitch deck components, why pitches fail? and structure of an ideal elevator pitch, followed by interesting videos to understand the concepts.

-ENTREPRENEUR PANEL

The session moderated by Dr. Premnath V. had the dynamic Swostik Dash (Neomotion), Rachna Dave (MicroGo), Geethanjali Radhakrishnan (Adiuvo Diagnostics) and Bala Yeshwanth (Inger Therapeutics) on the panel, wherein they interacted with the audience, shared insights into their journeys, challenges & even narrated some milestones in their entrepreneurial journey.



-BASICS OF FINANCE FOR ENTREPRENEURS

- The session conducted by Dr. Premnath V. discussed concepts like capital expenses, balance sheet and cash flow statements.

-FUNDING LANDSCAPE & GRANT WRITING

- The session conducted by Dr. Smita Kale discussed concepts like funding opportunities, understanding grant writing, Biotechnology Ignition Grant (BIG), tips & pointers for your BIG application.

-FINANCIAL SIMULATION OF A STARTUP

- The session conducted by Dr. Premnath V. discussed several case studies & highlighted real time financial simulation of a startup on MS-Excel. Another competition on need identification was announced for attendees and prizes were given to the top 4 participants.

MENTORING SLOTS

Time	Premnath V	Smita K
3.30-4.00 PM	Soundharya Mira	Sarojini
4.00-4.30 PM	Leena Lalson	Prof. Vijay Anand
4.30-5.00 PM	Chaitanya Sree	B.M.S Deepa
5.00-5.30 PM	Rajamanickam Mohanraj	Sukanth K



FEEDBACK SCORE

Category	Avg (Min-Max) Count
Event Rating	
Overall Satisfaction with Event	6.38 (4,7) 94
Satisfaction with Content	6.42 (5,7) 94
Satisfaction with Speakers/mentors etc	6.5 (4,7) 94
Satisfaction with structure, design and pace of event	6.43 (4,7) 94
Satisfaction with food and beverages	6.24 (4,7) 94
Session Rating	
Day 1 sessions	6.44 (5,7) 94
Day 2 sessions	6.3 (4,7) 94

-FEATURED TESTIMONIALS

If you have any other suggestions, comments, etc., please share them below.

It was a very insightful and encouraging session for aspiring entrepreneurs

It was overall an excellent insightful program and willing to participate more workshops in the future and making sure the contact between students and the foregrowing entrepreneurs are obtained

Really this session is very useful for my future and for my course that I choose. Thanks for the wonderful session arranged by our college. And one again I Thanks to the chief guest that gives a wonderful ideas to us.

Can have more activities- ex: pitching ideas, team based activities

The sessions were awesome giving a birds eye overview on entrepreneurship

Entrepreneurship Ideas for franchise modules for pharmacy chain outlets.

Would love to host smillar event in delhi NCR

Panel discussion was interesting