

**Workshop on**  
**DRIVING START-UP SUCCESS**  
**Bring together Customer, Market & Execution to craft a winning Go To Market Strategy**  
 - Organized by Venture Center -

<b>Gains</b>	<ul style="list-style-type: none"> <li>Identify and prioritize the key drivers that will influence all startup operations</li> <li>Define executable actions to reduce uncertainties and maximize the probability of success.</li> <li>Via case studies, deep dive sessions and hands-on exercises understand the relative criticality and importance of different priority areas.</li> </ul>
<b>Workshop Coordinator</b>	<ul style="list-style-type: none"> <li>Mr. Ravi Sarangapani, Consultant</li> </ul>
<b>Organized by</b>	<ul style="list-style-type: none"> <li>Social Innovations and BRBC @ Venture Center</li> </ul>
<b>Supported by</b>	<ul style="list-style-type: none"> <li>Biotechnology Industry Research and Assistance Council (BIRAC)</li> <li>Venture Center</li> </ul>
<b>For whom</b>	<ul style="list-style-type: none"> <li>Early stage inventive enterprises and science-based startups</li> </ul>
<b>When</b>	<b>Wed-Thu   21-22 Feb 2024</b>
<b>Where</b>	<b>Lecture Theatre, Venture Center, 900 NCL Innovation Park, Dr. Homi Bhabha Road, Pune</b>
<b>Contact</b>	<p><b>Technical queries:</b> Dr Mugdha Lele   <a href="mailto:mugdha@venturecenter.co.in">mugdha@venturecenter.co.in</a>   7410045652</p> <p><b>Registration queries:</b> Ms Niruta Killedar   <a href="mailto:niruta.killedar@venturecenter.co.in">niruta.killedar@venturecenter.co.in</a>   8956226080</p>
<b>Registration</b>	<p>Registration Process:</p> <ul style="list-style-type: none"> <li><b>Registration Fee: 2000/-</b>  <i>100% waiver of registration fee for</i> Venture Center's current Social Innovation Immersion Program Fellows, current NIDHI-EIR fellows, NCL-TEC members</li> </ul> <p>Registration Process:</p> <p>Step 1: Interested participants need to fill in registration form at the registration link: <a href="https://rebrand.ly/RS_Workshop">https://rebrand.ly/RS_Workshop</a></p> <p>Step 2: Separate confirmation email will be sent to participants post screening of registration details.</p> <ul style="list-style-type: none"> <li>NOTE: Registration closes once 20 seats are full</li> <li>More details at: <a href="https://www.venturecenter.co.in/socialinnovations/events/">https://www.venturecenter.co.in/socialinnovations/events/</a></li> </ul>

## Introduction

The world of start-ups is driven by passion and characterized by uncertainty. This first-of-its-kind 2 day workshop aims to bring into sharp focus, the areas of highest impact, otherwise defined as key drivers, that influence all start-up operations. The sessions are planned to help participants understand the role of these key drivers and how they need to prioritize and execute actions to reduce uncertainties and maximize the probability of success.

Detailed analysis of start-up failure case studies is used to help participants understand the relative criticality and importance of different priority areas. Over the duration of the course, a number of deep dives are planned into the identified priority areas. The course methodology focuses on brief conceptual sessions combined with extensive class discussion time and a number of group exercises for participants to work through and internalize the learnings.

## Terms and Conditions for Participants

- Participants shall arrange their own devices (preferably Laptop/ Tablet) to work on the workshop assignments.
- Attendance is mandatory for all sessions once registration is confirmed.
- No sessions will be repeated if a participant is unable to attend due to any reasons.

## Workshop Includes

- Free membership in mailing list to follow-up on program and intimation of relevant events/ funding opportunities from Venture Center
- Certificates will be given to only those candidates who complete the workshop assignments and have 100% attendance.

## Workshop Schedule

Time	Session	Faculty
<b>Day 1</b>		
0930 – 0945	Registration : 900, Foyer area	
0945 – 1000	Introduction and Welcome	Mugdha Lele
1000 – 1100	Objective setting – Big Picture & Narrowing down to Priorities	Ravi Sarangapani
1100 – 1115	Networking Tea/Coffee: 900, Foyer Area	
1115 – 1230	Key Imperatives & Deep Dive 1 (Customer)	Ravi Sarangapani
1230 – 1330	Exercise 1	
1330 – 1415	Lunch Break: Innovation Cafe	
1415 – 1445	Exercise 1 – Presentations	Ravi Sarangapani
1445 – 1530	Deep Dive 2 (Market)	Ravi Sarangapani
1530 – 1545	Networking Tea/Coffee: 900 Foyer Area	
1545 – 1700	Case Study 1 – Developing a GoTo Market Strategy based on Professional Market Research	Anuya Nisal and Swati Shukla (Serigen)
1700 – 1715	Q & A	Ravi Sarangapani
1715 – 1730	Exercise 2 – Briefing participants (Exercise is in form of individual assignment for offline execution)	Ravi Sarangapani
<b>Day 2</b>		
1000 – 1045	Managing Innovation as a Project - Why is it necessary?	Ravi Sarangapani
1045 – 1130	Case Study 2 – How Project Management worked for me	Anuya Nisal and Swati Shukla (Serigen)
1130 – 1145	Networking Tea/Coffee: 900, Foyer Area	
1145 – 1300	Deep Dive 3 (Learning to work with a Project Management Tool)	Anuya Nisal / Swati Shukla / Ravi Sarangapani
1300 – 1345	Lunch Break: Innovation Cafe	
1345 – 1545	Participants prepare project plan for their projects; available for one-on-one guidance as necessary	Anuya Nisal / Swati Shukla / Ravi Sarangapani
1545 – 1600	Networking Tea/Coffee: 900 Foyer Area	
1600 – 1630	Selected participants present their projects	Ravi Sarangapani
1630 – 1700	Final Q&A	Ravi Sarangapani
1700 – 1715	Valedictory and feedback session	Premnath V

**Workshop faculty (in alphabetical order of last names)**



**Mugdha Lele**





Mugdha is currently Head – Social Innovations at Venture Center, Pune. She has done Ph.D from School of Health Sciences, University of Pune and has teaching and research experience in a State Government medical university. At Venture Center, she is responsible for driving the Social Innovations activities and providing technical mentoring for startups at Venture Center. She has been a Fellow of the Chevening Rolls Royce Science, Innovation, Policy and Leadership Programme (CRISP) at the Said Business School, University of Oxford, UK in 2016. In 2018 she has also been part of the Aritra Accelerator Program for Leadership in the Social Sector at IIM Bangalore with Phicus Solutions and Dr. Reddy’s Foundation. She serves as the nominee director on the boards of Synthera Biomedical Pvt Ltd (a dental biomaterials startup), Pragmatech Healthcare Solutions Pvt Ltd (a medical diagnostics startup) and Spot Healthcare Solutions Pvt Ltd (a medtech startup).



**Anuya Nisal**

Anuya is currently Principal Scientist in the Polymer Science and Engineering Dept. at CSIR-National Chemical Laboratory (NCL). She did her Ph.D. in Chemical Engineering from Indian Institute of Technology, Mumbai and her masters in Materials Science and Engineering from University of Delaware, USA. At NCL, she leads a group performing scientific research in the areas of polymers, biomaterials, medical devices and tissue engineering via several research grants, publications and patents to her credit. She is also the lead inventor for a technology patent on silk fibroin scaffolds for tissue regeneration. Based on this technology, she has floated a start-up Serigen Mediproducts Pvt. Ltd. along with her colleagues at CSIR-NCL. Serigen is the winner of several prestigious awards including 9<sup>th</sup> National Awards for Technology Innovation in “Polymers in Public Health Care”2019-2020, Finalist of National Bioentrepreneurship competition 2017, National winner of Empower TIE Women Global competition 2021. Her work has been recognised through several awards including the Indian National Academy of Engineering – Young Entrepreneur Award 2020, Leaders in Innovation Fellowship from Royal Academy of Engineering, UK, 2019 and a TIE-BIRAC-WiNER award for Women in Entrepreneurial Research.

	<p><b>Ravi Sarangapani</b></p> <p>Mr. Ravi Sarangapani is a medical device consultant 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. He has previously held senior positions for Adler (Sushrut) Pvt Ltd in Product Development, Sales, Marketing &amp; Regulatory affairs. He is an accomplished professional with over 25 years in the medical device industry encompassing leadership roles in new product development, quality management, regulatory affairs, marketing, Sales and Business Development. He has a proven track record of managing the new product development process from conceptualization and market analysis through development, risk management, pre-clinical evaluation, verification &amp; validation, test marketing to commercialization.</p> <p>Ravi has an outstanding communication talent with proven ability to build and lead highly efficient teams, train technical professionals and to convey complex concepts in understandable terms. He is especially skilled at problem analysis and resolution, strategic planning and budget controls. He also has strong background of interactions with Key Opinion Leaders, customers and trade channels throughout Asia, Middle East, Africa and some areas of Europe.</p>
	<p><b>Swati Shukla</b></p> <p>Swati is co-founder and Chief Operating Officer at a start-up, called Serigen Mediproducts Pvt Ltd. Serigen is involved in developing novel solutions for tissue regeneration. Two of their products are in Clinical trials and one will be launched soon in the market. Swati is a Ph.D. in Biochemistry from Pune University. Earlier, Swati has worked as Head, Application Support for a biotech company, named Chandra-Bio, which dealt in marketing services from India to European countries and USA, and marketing products from these countries in India.</p>
	<p><b>Premnath V</b></p> <p>Dr. Premnath V is Scientist-Polymer Science &amp; Engineering Division at NCL and Director-Venture Center. He is a technologist and commercialization expert having previously successfully commercialized two technologies. He has a keen interest in technology development for biomedical products. He holds a B.Tech. from the IIT Bombay and a Ph.D. from the MIT, 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 (two successfully commercialized families of products), working with start-up companies (in Cambridge-UK and India) and engaging with large corporations on research and consulting projects as project leader.</p>

Organized by	
 <p>Social Innovations at Venture Center</p>	<p>Venture Center is committed to Social innovation and entrepreneurship. We actively nucleate and nurture enterprises that focus on solving socially important problems and build sustainable entities (for profit or not-for-profit) to deliver the solutions to society. Focus areas at Venture Center include affordable health and nutrition, empowering farmers, clean energy, sustainable resource utilization, environment and circular economy, water, sanitation, hygiene and any other social sectors that can leverage Venture Center’s innovation ecosystem. For more information: <a href="http://www.venturecenter.co.in/socialinnovations">http://www.venturecenter.co.in/socialinnovations</a></p>
 <p>A BIRAC - Venture Center Initiative</p>	<p>BRBC 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 Centre; Bio Incubation Practice School More on: <a href="http://www.brbc.venturecenter.co.in/">http://www.brbc.venturecenter.co.in/</a></p>
Supported by	
 <p>ignite Innovate Incubate</p>	<p>Biotechnology Industry Research &amp; Assistance Council 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. For more information, visit: <a href="http://www.birac.nic.in">www.birac.nic.in</a></p>
	<p>Entrepreneurship Development Center (Venture Center) – a CSIR initiative – is a Section 25 company hosted by the National Chemical Laboratory, Pune. Venture Center strives to nucleate and nurture technology and knowledge-based enterprises by leveraging the scientific and engineering competencies of the institutions in the Pune region in India. The Venture Center is a technology business incubator supported by the Department of Science &amp; Technology’s National Science &amp; Technology Entrepreneurship Development Board (DST-NSTEDB). Venture Center’s focuses on technology enterprises offering products and services exploiting scientific expertise in the areas of materials, chemicals and biological sciences &amp; engineering. For more information, visit: <a href="http://www.venturecenter.co.in/">http://www.venturecenter.co.in/</a></p>