

Startups 101 series @ Venture Center



This series is an induction series designed for young entrepreneurs who are initiating their entrepreneurial journeys. The aim is to expose them to the basic details and requirements in this journey from aspects of human resources, financial compliances, term sheets, how to raise money, technology commercialization, networking, how to pitch, preparing a business plan, venturing basics and such related aspects of entrepreneurship. Some practical tips and pointers based on real-life experiences will be shared by the speakers in this series. The idea is to enthuse and inspire young entrepreneurs and provide them a common launch pad to take off.

1	Financial Simulation of startups	V. Premnath	Tuesday, 30 May 2017	1600-1730	Learn about the "in" and "out" equations and importance of the "engine" or assets in your startup, building the profit against time graphs for your business, understanding the barriers to scaling up and building your financial simulation models based on that etc.
2	Simulating a shareholding progression for a startup	V. Premnath	Wednesday, 21 June 2017	1530-1630	Understanding the prospectus for IPOs with background of history of the company, shareholding progression chart etc
3	What is a Social Enterprise	V. Premnath	Saturday, 24 June 2017	1030-1330	A brief on the characteristics of a Social Enterprise, how to assess and identify the needs for a particular problem or focus area. Background on commercializing a technology and converting it into a venture. How to build a robust business plan and write your proposals
4	Assessment of needs and problem identification				
5	Tech commercialization and venturing basics				
6	Building a business plan and proposal writing				
7	Busting HR myths of startups	Protima Sharma	Tuesday, 27 June 2017	1600-1700	Objective of the talk: To shed light on most common people management challenges faced by start ups and how to deal with them. General misconceptions about various HR processes covering employee lifecycle from recruitment, compensation, performance management, training and employee separation. Information on basic HR policies that every start up should have and suggestions will be provided on good HR practices from successful start ups.
8	Culture cultivation at Startups, crux of your business model!	Protima Sharma	Wednesday, 28 June 2017	1600-1700	Objective of the talk: From B2B and B2C, we have moved to an era of H2H (Human to human). Your organization culture is fast becoming crux of your Value proposition to the customers. This talk provides insights on what constitutes culture and how it can impact organizational growth. Understand cultural building blocks and steps to cultivate a strong culture. Discussion on live examples where culture has come to organization's rescue and continues to take Centre stage in the business.
9	Crucial conversations: Talking when stakes are high!	Protima Sharma	Thursday, 29 June 2017	1600-1700	Objective of the talk: Whether they take place at work or at home, with your neighbors or your spouse, crucial conversations can have a profound impact on your career, your happiness, and your future. You will learn how to: Prepare for high-impact situations, Make it safe to talk about almost anything, Be persuasive, not abrasive, Keep listening when others blow up or clam up, Turn crucial conversations into the action and results you want
10	Introduction to Intellectual Properties and various types of IP	Roshan Yedery	Saturday, 1 July 2017	1200-1300	This session aims to provide the participants to learn about patents, be able to identify inventions, know how to protect their inventions, understand the patenting process sufficiently to engage with and interact with patent professionals, and strategize its commercialization.
11	Market research: Primary, Secondary	Piyush Joshi + V. Premnath	Saturday, 8 July 2017	1200-1300	The focus of this session is on understanding the importance of market research, how to conduct primary and secondary market research, with sharing of some actual examples from the startup perspective.
12	Simplifying the term sheet	Shruti Devasthali	Saturday, 8 July 2017	1500-1600	This session focusses on understanding term sheet and an investment agreement with a focus on importance of key terms and clauses included in the term sheet and investment agreement.
13	Patents and Patent filing procedures	Archana Joshi	Saturday, 8 July 2017	1600-1700	Patents help inventors to protect their inventions. Patents have become a key component of today's knowledge economy you are expected to be aware of patents and know enough about patents to carry out your responsibilities effectively. The aim of this session is to provide an introduction to IPR and the importance of IP and patents, to provide the insights into IP analytics such as FTO, patentability as well as the filing and prosecution of patents which includes process of application of patent, drafting the patent application and prosecution process for Indian and PCT application.
14	Basics of registration and financial compliances for a startup	Priti Rathi	Saturday, 29 July 2017	1200-1300	How to register your startup, what are the key do's and don'ts in financial compliances that an entrepreneur has to be aware about to keep ones startup on track and avoid derailments is the focus of this session.
15	Basics of Technology Licensing	Magesh Nandgopal	Thursday, 17 Aug 2017	1500-1700	This session focusses on the basics of technology licensing with reference to necessity of licensing, procedures and instruments involved, formalities etc
16	Raising money for startups	Shruti Devasthali	Thursday, 24 Aug 2017	1400-1530	Focus of this session is on giving tips and pointers to the novice entrepreneurs on the basics of raising funding with reference to the timelines, so as to avoid the unnecessary gaps in their entrepreneurial journeys.
17	Patentability & patent search	Ashutosh Prachand	Thursday, 24 Aug 2017	1530 - 1700	This session will focus on patent search using freely available patent databases, citing the prior art, arriving at Novelty and Non Obviousness of a given invention and will highlight benefits of doing a patentability search.
18	Technology Assessment, Valuation and deal structuring basics	Magesh Nandgopal	Wednesday, 6 Sept 2017	1500-1700	Basics of Technology Assessment, how to put a value to your technology and go ahead to structure a deal based on this assessment and valuation exercise.
19	Communication skills: Networking, making connects and pitching	Soma Chattopadhyay, Priya Nagaraj	Friday, 15 Sept 2017	1530-1700	This session is focussed on the various sources of networking and connections to be explored using effective ways of communication. A discussion about a pitch deck outline will also be included. Some of our incubatees who have been successfully networking and raising funds will share their real-life experiences and give useful pointers.
20	Patent landscaping	Nitin Tewari	Friday, 28 Sept 2017	1500-1700	Focus of this session is to understand basics of patent landscaping, ways to do it and use it for strategic reasons
21	IPR and FTO	Nitin Tewari	Friday, 29 Sept 2017	1500-1700	This session would be focussing on understanding Freedom to Operate studies and its use as a business strategy