

## Entrepreneurship Workshops Series

### Workshop and M-Clinic on The Art & Science of Effective Start-up Storytelling Wave 2

- Organized by Venture Center -

Potential gains	<ul style="list-style-type: none"> <li>How to tell the story of your startup and business effectively!</li> <li>Hands-on sessions to chalk out the rough story line for your own companies and critically examine it.</li> </ul>
Organized by	<ul style="list-style-type: none"> <li>Venture Center</li> </ul>
Supported by	<ul style="list-style-type: none"> <li>NIDHI Center of Excellence @ Venture Center</li> </ul>
For whom	<ul style="list-style-type: none"> <li>Founders of startup companies incubated at Venture Center who have reached a stage of pitching to commercial investors.</li> </ul>
When	<b>(Tuesday) 14 January 2020   Time: 09:00 am – 01:30 pm</b>
Where	Lecture Theatre, Venture Center, 900 NCL Innovation Park, Dr. Homi Bhabha Road, Pune - 411008
Contact	<p><b>Technical queries:</b> Ms Soma Chattopadhyay   +91 9172232211   <a href="mailto:managerincubator@venturecenter.co.in">managerincubator@venturecenter.co.in</a></p> <p><b>Logistical queries:</b> Ms Lipika   020-25865877/75/76   <a href="mailto:eventsdesk@venturecenter.co.in">eventsdesk@venturecenter.co.in</a></p>
Cost	<p><b>Seats limited to only 12 seats</b></p> <p><b>The event is FREE for participants. But a refundable deposit of Rs 1000 shall apply for booking and confirming the seat.</b></p> <p>Eligibility: The applicant should be</p> <ul style="list-style-type: none"> <li>FOUNDER of a startup responsible for fund raising, AND,</li> <li>Startup has to be a PLC. Startup has to be at a stage where they are raising or about to raise money from commercial investors. Usually, early POC and prototyping would have been completed.</li> </ul> <p>How to apply?</p> <ul style="list-style-type: none"> <li><b>Apply online by 25<sup>th</sup> December 2019 at: <a href="https://bit.ly/2MGFdiq">https://bit.ly/2MGFdiq</a></b></li> <li>Organizers reserve the right to accept or refuse or delay registrations so to optimize the composition of the group and hence maximize learning for all participants. Participation to the workshop will be based on your application and inputs from the faculty. The organizers will get back to you by 4<sup>th</sup> January 2020 inviting you to participate after reviewing all the applications received.</li> <li>Invited applicants can then confirm their participation by depositing Rs 1000 by 7<sup>th</sup> January 2020 (refundable after the event).</li> </ul>



## Introduction

This workshop is aimed at startups that have reached a stage of pitching to investors. The workshop shall be a hands-on workshop that will aim to teach the art and science of telling the business story of your company to investors, customers, partners and other stakeholders.

The event plans to have hands-on sessions where entrepreneurs will work with the mentor to chalk out the rough story line for their own companies and critically examine it.

The workshop is limited to only 12 participants.

Eligibility: The applicant should be

- FOUNDER of a startup responsible for fund raising, AND,
- Startup has to be a PLC
- Startup has to be at a stage where they are raising or about to raise money from commercial investors. Usually, early POC and prototyping would have been completed.

## Workshop Outline

Workshop shall consists of:

- Talks and classroom sessions and Q&A sessions
- Hands-on workshop and working on your own "Story"

## Workshop includes

- Workshop includes tea, snacks and lunch at the Innovation Café
- Mr Srikanth Sastri has offered to provide mentoring inputs for the selected entrepreneurs beyond the workshop as well.

## Workshop excludes

**Please note, the participants will have to arrange for their own travel/local transport and accommodation and dinners.**

## Other information

General information and useful contacts regarding Pune city are available on:

<http://www.venturecenter.co.in/puneguide/>

## Workshop Schedule

Time (hrs)	Duration (Min)	TOPIC	Workshop mentor
0900-1100	120	SESSION 1: <ul style="list-style-type: none"> <li>• Introduction and plan of the workshop</li> <li>• Key points and examples</li> <li>• Workshop mode exercise</li> </ul>	Srikant Sastri
1100-1130	30	Networking tea	
1130-1330	120	SESSION 2: <ul style="list-style-type: none"> <li>• Discussion and further points</li> <li>• Workshop and presentation session</li> <li>• Closure and final words</li> </ul>	Srikant Sastri
1330-1430	60	Lunch	

## About the Faculty/ Mentor



**Srikant Sastri**

Srikant Sastri is a seasoned entrepreneur and bridge-builder. He provides strategic leadership as the co-founder of Crayon Data, the ambitious Singapore-headquartered start-up, which aims to build a global business around a Big Data platform and products. This is his third start-up. As a successful entrepreneur, Srikant had founded India and Southeast Asia's largest CRM & Digital agency, Solutions – Digitas, in 1995.

The business achieved scale (2000 employees) and market leadership before being acquired by the Publicis Groupe. In his most-recent role as VivaKi India Chairperson, Srikant led an ambitious M&A strategy to help the Publicis Groupe establish digital leadership in India, through three cutting-edge acquisitions.


Srikant is the Chairman of the Board of IIM Calcutta Innovation Park. He also serves as the board member, advisor and mentor to several emerging corporations, university incubators and startups. This includes IIT Kanpur F.I.R.S.T as Board Member, member of Project Evaluation & Monitoring Committee of NIDHI Center of Excellence at NCL Venture Center, mentor to BIRAC-supported incubators & programs like BioAngels Network.

Respected as a leading marketing & CRM practitioner, Srikant started his career at Unilever and McCann – Erickson, and was recently inducted into the DMAi 'Hall of Fame'. He has been on the jury at Cannes Advertising Festival. At Crayon Data, Srikant loves being in the midst of crazy ideas, energetic people, and ambiguity. Srikant works closely with, and nurtures several tech start-ups, and is an active angel investor. He earned an Engineering degree from IIT, Kanpur and a Post-Graduate qualification in Management from IIM, Calcutta.




Some interesting videos [https://www.youtube.com/watch?v=ksQU\\_1XHU5U](https://www.youtube.com/watch?v=ksQU_1XHU5U) and <https://www.linkedin.com/in/srikantsastri1>



### About the Organizers

	<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 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>
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### Supported by

	<p>The National Science and Technology Entrepreneurship Development Board (NSTEDB), Department of Science and Technology, Government of India has awarded Venture Center with the status of a NIDHI-CoE (National Initiative for Developing and Harnessing Innovations – Center of Excellence an umbrella programme conceived by DST). This award is accompanied by a grant of Rs. 50 Cr for 5 year duration to help Venture Center scale-up its activities and demonstrate greater success to accommodate more than 100 startups at any time and to upgrade and add new facilities for supporting science and technology based startups. NIDHI-COE is catalyzed and supported by NSTEDB Division, Department of Science and Technology, New Delhi. For more information, visit: <a href="http://nidhicoe.venturecenter.co.in/">http://nidhicoe.venturecenter.co.in/</a></p>
	<p>The National Science &amp; Technology Entrepreneurship Development Board (NSTEDB), established in 1982 by the Government of India under the aegis of Department of Science &amp; Technology, is an institutional mechanism to help promote knowledge driven and technology intensive enterprises. The Board, having representations from socio-economic and scientific Ministries/Departments, aims to convert "job-seekers" into "job-generators" through Science &amp; Technology (S&amp;T) interventions. For more information: <a href="http://www.nstedb.com/">http://www.nstedb.com/</a></p>
	<p>Department of Science &amp; Technology (DST) was established in May 1971, with the objective of promoting new areas of Science &amp; Technology and to play the role of a nodal department for organising, coordinating and promoting S&amp;T activities in the country. For more information: <a href="https://dst.gov.in/">https://dst.gov.in/</a></p>