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Mentoring Clinic with Mr. Srikant Sastri **On business strategy, pivoting, financial planning for** **start-ups in the light of COVID-19 scenario and beyond.**

When: (Thu) 14 May 2020 | Time: 2:30 PM to 5:00 PM.



**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 BIRACsupported 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_IXHU5U and <https://www.linkedin.com/in/srikantsastri1>

Register here: <https://tinyurl.com/14may-mclinic>
More details on: <http://nidhicoe.venturecenter.co.in/mini-workshops/>

Registration process:

- **Event is FREE. Registration is mandatory !!**
- Events will be conducted using online meeting platforms. Only registered participants will be allowed to participate in the event.
- Email invite with link to event will be sent post screening of registration details

Technical and event related queries :

Soma Chattopadhyay (Senior Manager, Incubation and Mentoring)
Email id: managerincubator@venturecenter.co.in | **Mobile:**+91-9172232211