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ENTRY INTO THE US MARKET:

Insights for Seed-stage Tech B2B Startups with Market-Ready Products

When: Saturday, 13 June 2020; Time: 4 pm – 5.15 pm

Speaker and Talk highlights



Mr Kaushik Gala
Chief Business Officer
FlytBase

Seed-funded companies
with successful
PoCs/prototypes/pilots will
find it most relevant

About Kaushik: He has 20+ years of experience as a B2B business development professional, including stints in US & India at multi-national companies, boutique consulting firms and tech startups. He currently heads revenue generation & fund-raising at FlytBase, an enterprise drone automation software startup. He has previously worked with TCS, Motorola, IP Value, AcceleratorIndia, CSIR-Tech and Venture Center!

Highlights: For seed-stage Indian startups, the US market can be highly attractive given it's size, pace, eagerness to invest in new technology and risk-tolerance. However, landing the first set of customers in the US requires a complex mix of marketing, sales and business development activities - especially for products that involve hardware/science/deep-tech. This talk will share some insights on how to systematically develop business in the US, especially the journey from 0 to the first \$million.

Register here: <https://tinyurl.com/kaushikgala>

Registration process:

- Event is FREE. Registration is mandatory !!
- Events will be conducted using ZOOM online. 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
- Organizers reserve the right to select participants so as to optimize the group for better interaction and ensure benefit to as many relevant participants as possible.

Technical and event related queries :

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