



## Entry into the US Market: Insights for Seed-stage Tech B2B Startups with Market-Ready Products

Organized by NIDHI Center of Excellence at Venture Center

|                     |  |
|---------------------|--|
| <b>Purpose</b>      | The talk will share some insights on how to systematically develop business in the US, especially the journey from 0 to the first \$million.   |
| <b>Organized by</b> | NIDHI Center of Excellence at Venture Center   |
| <b>Supported by</b> | <ul style="list-style-type: none"> <li>Venture Center, Pune (<a href="http://www.venturecenter.co.in">www.venturecenter.co.in</a>)</li> <li>DST-NSTEDB</li> </ul>  |
| <b>For whom</b>     | Seed-funded companies with successful PoCs/prototypes/pilots aiming to go to US market.  |
| <b>When</b>         | <b>Saturday, 13 June 2020   Time: 04.00 pm – 05:15 pm</b>  |
| <b>Contact</b>      | <p><b>Technical queries:</b><br/>Soma Chattopadhyay   91-9172232211   <a href="mailto:managerincubator@venturecenter.co.in">managerincubator@venturecenter.co.in</a></p> <p><b>Registration queries:</b> Lipika Biswas   <a href="mailto:eventsdesk@venturecenter.co.in">eventsdesk@venturecenter.co.in</a></p>  |
| <b>Registration</b> | <p><b>This is a free event, but registration is mandatory.</b><br/><b>Registration link- <a href="https://tinyurl.com/kaushikgala">https://tinyurl.com/kaushikgala</a></b></p> <p><i>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.</i></p> |

**Introduction**

For seed-stage Indian startups, the US market can be highly attractive given its 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.





| Schedule            |          |  |                    |
|---------------------|----------|--|--------------------|
| Time                | Duration | Topic  | Lead Speaker       |
| 04:00 PM – 04:10 PM | 10 Mins  | Introduction to the speaker  | Soma Chattopadhyay |
| 04:10 PM- 05:00 PM  | 50 Mins  | Talk on “Entry into the US Market: Insights for Seed-stage Tech B2B Startups with Market-Ready Products” | Kaushik Gala       |
| 05:00 PM- 05:15 PM  | 15 Mins  | Q&A  |                    |



## Speaker

|   |   |
|---|---|
|  | <p><b>Kaushik Gala</b><br/> <b>Chief Business Officer, FlytBase</b></p> <p>Kaushik has 20+ years of experience as a B2B business development professional, including stints in US &amp; India at multi-national companies, boutique consulting firms and tech startups. He currently heads revenue generation &amp; 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!</p> |
|---|---|

## 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> |
|  | <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.<br/> 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.<br/> For more information: <a href="https://dst.gov.in/">https://dst.gov.in/</a></p>   |