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ATAL INCUBATION CENTRE
BANASTHALI VIDYAPITH

Report | 20-21 Jan 2024 | Saturday & Sunday | City Camp on Essentials of Scientific Entrepreneurship in collaboration with Atal Incubation Centre Banasthali Vidyapith (AIC Banasthali)

About the Event

The first day workshop, intended for budding entrepreneurs, introduced key aspects of scientific entrepreneurship such as innovation vs invention, value proposition, tech de-risking, business plan and funding landscape. The second day workshop included talks on basics of finance for entrepreneurs, financial simulation of startup, had exciting competitions on value proposition, elevator pitch, need identification and concluded with one-on-one mentoring sessions for selected entrepreneurs from mentors.





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Session Description

-INTRODUCTION & OVERVIEW

- The session began with a brief introduction about Venture Center & its initiatives by Meghana B. followed by an overview of AIC Banasthali Vidyapeeth activities by Abhishek Pareek, CEO, AIC Banasthali.
- The overview session conducted by Dr. Premnath V. discussed concepts like inventions and patents, ideation and innovation vs invention. Participants were given hands-on exercises on need identification whilst having chances to win prizes for the best three out of the lot.

-VALUE PROPOSITION & POSITIONING, TECH-DE-RISKING

- The session conducted by Dr. Premnath V. discussed concepts like strengthening value proposition, value proposition canvas, TRLs, positioning statement, patent strategy & product positioning. . The attendees were given an exercise to solve as competition; while prizes were announced for the top winners.

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-ENTREPRENEUR PANEL

The session moderated by Dr. Manisha P had the dynamic Vaishnavi Kulkarni (Intignus Biotech), Dr. Vanita Prasad (Revy), Kunjpreet Arora (Angirus) and Arpana Kumari (Robofly) on the panel, wherein they interacted with the audience, shared insights into their journeys, challenges & even narrated some milestones in their entrepreneurial journey.



-BUSINESS PLAN & ELEVATOR PITCH

- The session conducted by Dr. Premnath V. discussed concepts like pitch deck components, why pitches fail? and structure of an ideal elevator pitch, followed by interesting videos and a live pitching competition to understand the concepts.

-FUND RAISING

- The session conducted by Dr. Manisha P discussed concepts like various government funding schemes based on the stage of startups, best grant writing practices and Venture Center's curated open for all funding database for startups.



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-FINANCIAL SIMULATION OF A STARTUP

The session conducted by Dr. Premnath V. discussed several case studies & highlighted real time financial simulation of a startup on MS-Excel. It was very well received by the audience.



MENTORING SLOTS

Students interested to pursue their business ideas in the future, opted for one-on-one meeting with our mentors to get their ideas validated or seek information on future roadmap/funding options.



FEEDBACK SCORE

Overall event feedback: 6/7 (Recorded in offline mode)