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# New Venture Creation 2024

Info session

June 13, 24

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# About entrepreneurship ...

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- ▶ “The way to get started is to quit talking and begin doing.” – **Walt Disney**
- ▶ “Vision without execution is hallucination”-**Thomas Edison**
- ▶ "We were young, but we had good advice and good ideas and lots of enthusiasm." **Bill Gates**

10:06

Vo LTE 5G 80%



Daymond John



Just because it has already been done, doesn't mean you can't take it and improve it!



2.18K



88



135



# NVC to start ups

- ▶ Stackwalls
- ▶ Cryptocase to Mysticlabs.ai
- ▶ Upskillr
- ▶ Fijit
- ▶ Bluelearn
- ▶ Tummytantrums to Sattva Medtech to Inaccel
- ▶ Recopro to/Spenny
- ▶ Hitchtag to joining Atomionics
- ▶ Navifly/Iravan Tech
- ▶ Project Mudra/Thinkerbell labs
- ▶ Prokure/Mela
- ▶ Cubito.inReallearning.in to Questt

# Overview of New Venture Creation

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- ▶ Develop an Idea, move from idea stage to execution

OR

Fast pace your start up

- ▶ Work one on one with mentors to fine tune concepts into deliverables
  - ▶ Guest lectures from across the globe with entrepreneurs, investors.
    - Deliverables thru hands on sessions with faculty .
  - ▶ Pitches to VCs / incubators/alumni Entrepreneurs for further mentoring & funding opportunities.

*Four rounds in the semester that also make up 85% of Marks*

# Lectures & Pedagogy

- ▶ **Two sessions each week of 90 minutes**
  - ▶ – Classroom lectures will be based on personal experiences related to the concept and interactive
  - ▶ One hands-on session every fortnight
  - ▶ Elevator pitch contest and three pitch-deck presentations
  - ▶ At least 4 mentoring sessions with the assigned mentor
- ▶ **Speaker Profile**
  - ▶ Entrepreneurs
  - ▶ Venture Capitalists/ Ecosystem CEOs
  - ▶ Industry Experts: Patent Attorney, CA, technical

## **Speakers/investors**

Petasense  
Lavelle Networks  
Spenny  
Questt  
InnAccel  
Medtech  
Eruditus  
Nanosniff & Soilsens

Mela  
Google

All in capital...

...and several more

# Team and Mentoring

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## ▶ Team

- ▶ Size should be between 3 and 5, if possible
- ▶ Teams MUST apply together

## ▶ Mentor

- ▶ Each team will have an entrepreneur/Industry Expert/VC as mentor
- ▶ Mentors will guide the team through startup process. Required to meet, interact about 04 times a semester. They can continue to grow the relationship with you, depends on you!

# Homework!

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- ▶ Each Team will be expected to do some groundwork on their respective ideas and can go through the Lean Launchpad course  
<https://www.udacity.com/course/ep245>
- ▶ The lectures can be used as tools to further develop your idea before the course starts in August
- ▶ It is worthwhile for you to work with your team and give some structure to your ideas by July end.



# Deliverables

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## ▶ Assignments

- ▶ Includes sections on product development, market research, technology viability, fund raising, competitive analysis, team formation, marketing & sales strategy
- ▶ Submissions due approx. every 3-4 weeks

## ▶ Deliverables

- ▶ Elevator Pitch
  - ▶ Market sizing
  - ▶ MVP and Market testing
  - ▶ Final Pitch Deck
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# Application Process

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- ▶ You can submit your idea as a team by July 20 2024 midnight
- ▶ On July end students will be selected on basis of submission and will be informed accordingly. Class size per campus tends to be optimal at Max 40 students
- ▶ Email your applications to
- ▶ Archana Srivastava : archana@hyderabad.bits-pilani.ac.in
- ▶ And CC your campus instructors

# Organizing Team

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## Faculty

- ▶ Prof. Archana Srivastava, Hyderabad & Cross Campus
- ▶ Prof. Jyoti , Pilani Campus
- ▶ Prof. Yadawananda Neog, Goa Campus
- ▶ Prof. Trupti Gokhale, Dubai Campus