

i-Teams: 10K Business Plan Workshop

Purpose:

- Hands-on workshop to learn to develop and write business plans for technology ideas.
- This will be a shorter version of MIT's i-Teams Course for graduate students that aims to “bring together creative and motivated graduate students to learn the theory and practice of commercializing science”

Organizers and supported by:

- NCL Technology and Entrepreneurship Club (www.venturecenter.co.in/ncltec/)
- Venture Center (www.venturecenter.co.in)
- NCL Research Foundation



Who can attend?

- NCL students
- IISER- Pune students
- Others (to be decided on a case to case basis)

Expected benefits from the workshop:

- Learn how to write business plans; how to plan technology commercialization
- Build teams for participating in business plan competitions at National and International levels
http://www.venturecenter.co.in/BPlan_competitions.php . Winners of such business plan competitions typically earn attractive prizes and sometimes funding for their companies.
- Certificate of participation from Venture Center for those who complete the workshop fully
- **Rs 10,000** prize money to the best business plan that emerges from the workshop as decided by the judges. (Prize money is courtesy, NCL Research Foundation; Only for NCL and IISER-Pune participants)

- Good business plans and teams will be nominated for the Next Big Idea Competition (<http://nextbigidea.in/>). Kick-off for this will be in Sept-Oct 2011. If the team succeeds in the Next Big Idea Competition, they may be able to represent India at Berkeley, California at the Intel + University of California, Berkeley Technology Entrepreneurship Challenge (<http://www.entrepreneurshipchallenge.org>)

Typical days/time and venue (see detailed schedule for variations):

- Thursdays
- 0530-0630 pm
- Venue: SSB-LT (PAML), NCL

Schedule:

Session	Date, time	Topic	In class room exercise	Take home exercises
1.	Thursday, 5.30 – 6.30 pm, 10 March 2011	<ul style="list-style-type: none"> • Brief introduction to business plans • Structure and plan of the workshop • Basic concepts: Problem/solution ↔ Product/service ↔ Customer ↔ Value propositions • Basic concepts: Team dynamics • Ideas list from NCL Innovations/VC (VP and MN) 	<ul style="list-style-type: none"> • (Phase 1) Groupings and topics 	Take home exercise: Scouting for ideas, short listing <ul style="list-style-type: none"> • Market opportunity as starting point • Technology as starting point • Scientist/ competency as starting point
2.	Thursday, 5.30 – 6.30 pm, 17 March 2011	<ul style="list-style-type: none"> • Talk: How to write a Business Plan? (MN) 	<ul style="list-style-type: none"> • Classroom Exercise: Quick outline of proposed business ideas by student groups • (Phase 2) Groupings and topics; Finalization. 	Group work preparing slides on: <ul style="list-style-type: none"> • Slide 1: Business name, team, 1 line business idea • Slide 2: Business model; Product/Service; Customer • Slide 3: Opportunity being addressed/ Problem being solved/ Need being met • Slide 4: Value proposition: Why will customer buy your product/ service?
3.	Thursday, 5.30 – 6.30 pm, 24 March 2011	<ul style="list-style-type: none"> • Talk: Understanding and researching the technology. Technology and IP assessment. 	<ul style="list-style-type: none"> • Group presentations (slides 1-4) • Searching the patent literature 	Group work preparing slides on: <ul style="list-style-type: none"> • Slide 5: Knowhow/ technology • Slide 6: Technology edge/ differentiation/ IP
4.	Thursday, 5.30 – 6.30 pm, 31 March 2011	<ul style="list-style-type: none"> • Talk: Understanding and researching the markets 	<ul style="list-style-type: none"> • Secondary research examples • Primary research – mock exercises 	Group work preparing slides on: <ul style="list-style-type: none"> • Slide 7: Customers and markets • Slide 8: Overall market structure, segments, size, growth • Slide 9: Target market, First customers; Customer who will see

				highest value
5.	Thursday, 5.30 – 6.30 pm, 7 April 2011	<ul style="list-style-type: none"> Talk: Industry and competition 		Group work preparing slides on: <ul style="list-style-type: none"> Slide 10: Industry structure Slide 11: Value chain; Your start and end point Slide 12: Competition
6.	Thursday, 5.30 – 6.30 pm, 14 April 2011	<ul style="list-style-type: none"> Talk: Detailing the execution; Project planning; Milestones; Toll gates; De-risking at every stage 		Group work preparing slides on: <ul style="list-style-type: none"> Slide 13: Anticipated path forward Slide 14: Key resource requirement identification Slide 15: Key success factors
7.	Thursday, 5.30 – 6.30 pm, 21 April 2011	<ul style="list-style-type: none"> Talk: Planning HR; Building a team Talk: Understanding how a company is created, how shareholding evolves etc. 		Group work preparing slides on: <ul style="list-style-type: none"> Slide 16: Start-up team and roles Slide 17: HR plan
8.	Thursday, 5.30 – 6.30 pm, 28 April 2011	<ul style="list-style-type: none"> Talk: Financial planning – part 1 	<ul style="list-style-type: none"> Setting up of excel sheets 	<ul style="list-style-type: none"> Excel sheet – Cost structure Excel sheet – Timelines and expenditure milestones Excel sheet – Time lines and sales projections Excel sheet – Pricing triangulation
9.	Thursday, 5.30 – 6.30 pm, 5 May 2011	<ul style="list-style-type: none"> Talk: Financial planning – part 2 		Group work preparing slides on: <ul style="list-style-type: none"> Slide 17: Cost structure Slide 18: Pricing Slide 19: Income-Expenditure projections; Breakeven
		Followed by more classroom and mentoring sessions as required. To be announced later.		
	Thursday, 26 May 2011	Business plan presentations by groups to external panel		

Faculty and instructors: V Premnath, Head, NCL Innovations and Director, Venture Center | Magesh Nandagopal, Scientist, NCL Innovations | Kaushik Gala, Sr Manager- New Ventures, Venture Center | Visiting speakers and instructors

Entrance fee: Rs 100: For NCL-TEC members | Rs 150: Those who are not NCL-TEC members | Payable as cash at Reception, Venture Center, 100 NCL Innovation Park (Alternate location: Mrs Chandana Roybardhan, IP Group, Room A207, PAM Laboratory)

NCL-TEC Contact Persons for more information:

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