



## Half-day Workshop on Making the most of Amazon Web Services (AWS)

Learn	This workshop will provide an overview of the start-up lifecycle and explain the benefits of the adopting the right infrastructure services in each stage. It will guide through why and how to build your start-up on AWS. In the follow up session, you'd get to interact 1-on-1 with Solution Architects and AWS experts to deep-dive into your specific architecture.
Organized by	Startup Leadership Program Co-organized by Venture Center, Pune
For whom	Entrepreneurs, Developers, Technical and Business Professionals working in Startups or SMEs <ul style="list-style-type: none"> <li>• Maximum 25 seats;</li> <li>• Due to limited capacity, participants shall be selected by SLP from amongst applicants.</li> </ul>
When	Wednesday, 16 April 2014 10.00 am - 1.00 pm
Where	Training room, NCL Innovation Park, Dr. Homi Bhabha road, Pashan, Pune-8
Contact	Anand Ovelkar (+91 9967591693)
Cost	Free but prior registration required – only through Invitation
REGISTRATION	<a href="#">Here</a>

**Introduction**


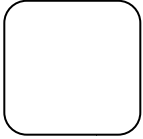
Short Introduction to the topic and its relevance to entrepreneurs:

Nothing ever gets built without an idea first. And start-ups are no different: they start with a simple thought, a small idea. But what's next? That idea then needs to be developed into a product and into a business. For that to happen, any start-up naturally moves through a number of stages in its lifecycle. Amazon Web Services (AWS) has helped many successful start-ups throughout this lifecycle. Start-ups like Airbnb, Dropbox, Instagram and Pinterest as well as many other start-ups in India have all benefited from AWS as they went from initial idea, to 'Minimum Viable Product' (MVP), to scale and ultimately to a successful, profitable business.

This talk will provide an overview of the start-up lifecycle and explain the benefits of the adopting the right infrastructure services in each stage. It will guide through why and how to build your start-up on AWS. In the follow up session, you'd get to interact 1-on-1 with Solution Architects and AWS experts to deep-dive into your specific architecture.

**Take away's from the session** - Attend this session to learn more about *The AWS Cloud platform and services | How successful start-ups have leveraged AWS across their lifecycle | Case studies such as Instagram, Pinterest and Indian marquee customers | Best practices for cost aware architecting, running lean, etc. | Lean Startup Implementation on AWS*

Time	Session Title	Lead
10:00 to 11:00	'Enabling the Lean Startup with the right Infrastructure Web'	Anand Ovalekar
11:00 to 13:00	'1-on-1 deep dive session with AWS Experts' [30min per startup]	AWS Solution Architect

Anchor Faculty	
 <p>Anand Ovalekar (BDM)</p>	<p>Anand Ovalekar is part of the Business Development Team at Amazon Seller Services Pvt. Ltd, where he is responsible for promoting the service offerings of the Amazon Web Services (AWS) platform. He also works on designing business cases to demonstrate the financial and the operational value proposition of the AWS Cloud.</p> <p>Anand started his career at an IIT Bombay/SINE incubated company, as a developer. His latest assignment was managing the P&amp;L for a major Infrastructure MNC, dealing with Virtualization, System Software and Networking Solutions.</p> <p>Anand is a Computer Engineer with PG in Management Education from the Mumbai University. He likes photography, adventure sports and is a heavy metal music follower.</p>
 <p>AWS Solution Architect</p>	

**ORGANISED BY:****About Amazon Seller Services Pvt Ltd.**

Amazon Web Services (Marketing and Promotional Services in India provided by Amazon Seller Services Pvt. Ltd) provides a complete set of cloud computing services that enable you to build sophisticated, scalable applications. Today, hundreds of thousands of customers of all sizes across over 190 countries take advantage of these cloud-computing services in a diverse set of industries, including healthcare, media, financial services, insurance, real estate, retail, education and the public sector. Some of the reference customers in India include Enterprises such as Tata Motors, NDTV, Apeejay Group, Rediff, Hungama and Sony, and Indian startups such as Snapdeal, Vizury, VServ Mobi, Zoomin, Redbus and Shufflr. Learn more at <http://aws.amazon.com>

**About Startup Leadership Program**

The Startup Leadership Program (SLP) is a not for profit 6-month fellowship. We train and mentor young professionals in their 20's and 30's to be leaders and entrepreneurs in the life science, tech, cleantech, education, consumer and social enterprise sectors.

SLP was founded in 2007 as the TiE Leadership Program. Since then, SLP Fellows have started over 30 companies, raised over \$20 million in angel and venture capital funding, and won numerous awards and media attention. Our Fellows work in venture capital, at startups in leadership roles, or in companies and institutions in innovation-related positions.

For more information, visit <http://www.startupleadership.com>

**CO-ORGANIZED AND VENUE PARTNER:****About Venture Center**

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 & Technology's National Science & Technology Entrepreneurship Development Board (DST-NSTEDB). Venture Center's focuses on technology enterprises offering products and services exploiting scientific expertise in the areas of materials, chemicals and biological sciences & engineering.

For more information, visit <http://www.venturecenter.co.in>