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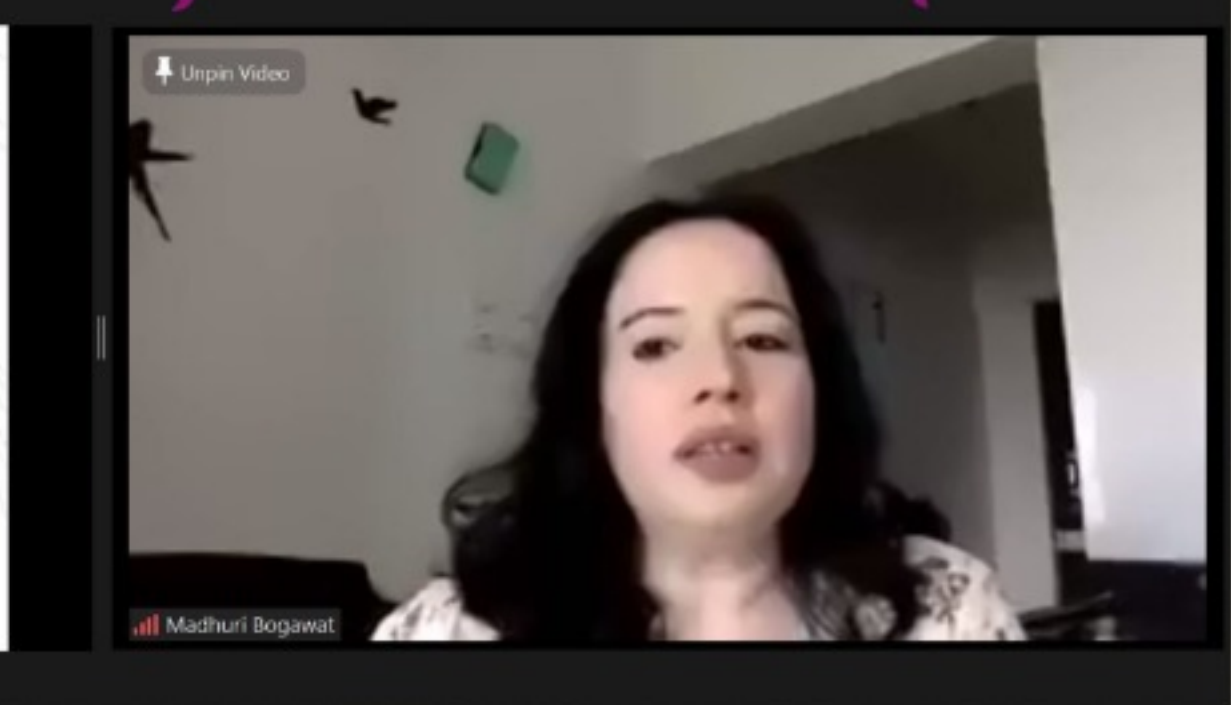
Startup 101: An introduction to Science and Technology Entrepreneurship

This initiative is aimed to support ideation stage startups via various programs under the umbrella of Startup Academy

Module 6: Skills For Entrepreneurs

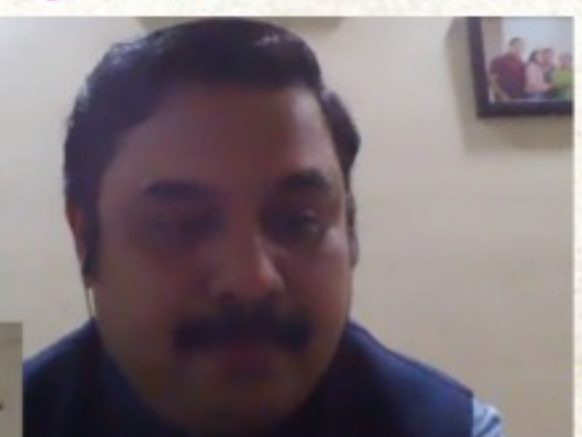
Session : Online marketing and Social Media by – Madhuri Bogawat

Digital Marketing for Start-Ups



Session : Networking By – Soma & Amol Shegaonkar

Start-up 101
Networking



Networking Roleplay's

Investors, Buyers Vs Startup Founder's

Startup Role Play 1 : Your Observation (1-2 Words)



Why Network??

- Access to private information: Need of champions & experiences
 - Ambiguity in emerging market
 - Incomplete structured information
- Access to diverse skill sets
- Lonely Entrepreneurs need believers
- Small world: word of mouth and referrals

Startup Role Play 2 : Your Observation (1-2 Words)

