








## 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 4: Raising Money & Resources

## Session 1 : Preparing for raising investments, Understanding investment instruments and term sheets - By Sujata Bogawat

Fundraising 101

CA Sujata Bogawat

Startup 101 @ Venture Center

Sep 12, 2020

Lipika

Gayatri Chitale

Akshay Za

mit patel

Simran Ghogare

Shaumik

Go to [www.menti.com](http://www.menti.com) and use the code 23 46 98 4

### What makes a pitch successful?

Factor	Percentage
Innovative product	21%
Great team	21%
Sales achieved	5%
Big market size	9%
Satisfied customers	17%
Powerful story	26%

## Session 2 : Business plan, Pitch deck, Pitching and communicating the opportunity - By : Srikant Sastri

### The Art & Science of Pitching

Venture Center  
September 12<sup>th</sup>, 2020

Srikant Sastri

*Q & A Session*

Ala' Al-Hihi

Srikant Sastri