



BFI BIOME NETWORK



Workshop on

## Unit Economics for Startups

(including case studies and insights for Medtech)

- Organized by Social Innovations @ Venture Center and BFI-BIOME Networks -

Expected Outcome	<ul style="list-style-type: none"> <li>Understand cost structure and related concepts including various components of cost</li> <li>Basics about value realization and unit economics including concepts around Pricing</li> <li>How to apply unit economics concepts for deep tech startup businesses like Medtech products, Scientific services and D2C companies</li> <li>Interactions and insights from senior entrepreneurs and experienced mentors around challenges in determining Unit Economics</li> </ul>
Workshop Lead	Sujata Bogawat – Founder AvantEdge Business Consulting
Organized by	<ul style="list-style-type: none"> <li>Social Innovations @ Venture Center</li> <li>BFI-BIOME Networks</li> </ul>
Supported by	<ul style="list-style-type: none"> <li>Venture Center</li> <li>Blockchain for Impact</li> </ul>
For whom	<ul style="list-style-type: none"> <li>Early to Mid-Stage inventive enterprises and science-based startups</li> <li>Incubation managers and mentors mentoring these startups</li> </ul>
When	Saturday, 26 April 2025, 0930 - 1730
Where	Lecture Theatre, 900 NIP at Venture Center, Pune
Contact	Technical queries: Mugdha Lele   <a href="mailto:mugdha@venturecenter.co.in">mugdha@venturecenter.co.in</a>   7410045652 Registration queries: Niruta Killedar   <a href="mailto:niruta.killedar@venturecenter.co.in">niruta.killedar@venturecenter.co.in</a>   8956226080
Registration	<p><b>Registration Fee: INR 1001/-</b>  <b>100% waiver of registration fee for Venture Center's BFI-BIOME Fellows and Kickstarters, NCL-TEC members</b></p> <p><b>Registration Process:</b></p> <ul style="list-style-type: none"> <li>Step 1: Interested participants need to fill in the registration form at the registration link: <a href="https://tinyurl.com/VC-UnitEconomics">https://tinyurl.com/VC-UnitEconomics</a></li> <li>Step 2: Organizers reserve the right to select participants to maximize learning/discussion/networking outcomes of the workshop and manage group size for better interaction. Organizers will invite selected participants to complete their registration process via payment of a confirmation fee.</li> <li>Step 3: Separate confirmation email will be sent to participants post-screening of registration details.</li> </ul> <p><b>Event website and details: <a href="https://www.venturecenter.co.in/bfi-biome/workshops/">https://www.venturecenter.co.in/bfi-biome/workshops/</a></b></p> <ul style="list-style-type: none"> <li><b>REGISTRATIONS AND FINAL PAYMENT DEADLINE Registration closes once 15 seats are full or on 24 Apr 2025 (whichever comes sooner)</b></li> </ul>



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- ***Fees paid is not refundable and non transferable under any circumstances***
- The organizers reserve the right to accept or refuse or delay registrations so as to optimize the composition of the group and hence maximize learning for all participants

## Introduction

The workshop on Unit Economics will help deeptech startup founders to understand the basic concepts related to cost structure and related concepts, value realization, pricing, margins, breakeven, lifetime value and other such concepts which will be elaborated by the speakers with real life examples and case studies. Workshop will also include a deep dive session on applying these concepts in varied businesses like Medtech products, Scientific services and D2C businesses. The concluding session will be a discussion with senior entrepreneurs from varied business sectors with special comments and inputs from an experienced expert and mentor from the Medtech sector

## Terms and Conditions for Participants

- **Participants shall arrange their own devices (preferably Laptop/ Tablet) to work on the workshop assignments.**
- **Participants to arrange for their travel and accommodation**
- Attendance is mandatory for all sessions once registration is confirmed.
- No sessions will be repeated if a participant is unable to attend due to any reasons.

## Workshop Includes

- Tea and snacks; Lunch at the Innovation Café, Venture Center
- Membership of Venture Center's mailing list that announces funding calls, events, and other opportunities for innovators/ entrepreneurs
- e-Certificate of Participation
- Online collection of reading materials



## Workshop Schedule

Time	Session	Speakers
0900 – 0915	Registration and Tea	Venue: 900 NIP, Foyer area
0915 – 0930	Welcome. Introduction to the Organizers and the Workshop	<ul style="list-style-type: none"> <li>Mugdha Lele</li> </ul>
0930 – 1100 (90 min)	Session 1: Cost structure and related concepts <ul style="list-style-type: none"> <li>Various components of cost</li> <li>Examples</li> </ul>	<ul style="list-style-type: none"> <li>Sujata Bogawat</li> </ul>
1100 – 1130	Networking Tea/Coffee	Venue: 900 NIP, Foyer area
1130 – 1300 (90 min)	Session 2: Value realization and unit economics <ul style="list-style-type: none"> <li>Pricing, margins, breakeven, lifetime value and other such concepts</li> <li>Examples</li> </ul>	<ul style="list-style-type: none"> <li>Sujata Bogawat</li> </ul>
1300 – 1400	Lunch Break	Venue: Innovation Café, NIP
1400 – 1530 (90 min)	Session 3: Applying unit economics concepts for deep tech startups: <ul style="list-style-type: none"> <li>Medtech products</li> <li>Scientific services</li> <li>D2C companies</li> </ul>	<ul style="list-style-type: none"> <li>Sujata Bogawat and Premnath V</li> </ul>
1530 – 1600	Networking Tea/Coffee	Venue: 900 NIP, Foyer area
1600 – 1730 (90 min)	Session 4: Panel discussion of entrepreneurs and the challenges faced by them in determining Unit Economics	Moderator: Sujata Bogawat & Premnath V Expert inputs: Ravi Sarangapani Panelists: <ul style="list-style-type: none"> <li>Ashwin Shankar (Battery Pool)</li> <li>Anuya Nisal (Serigen)</li> <li>Prashant Anaskure (Pratiti)</li> </ul>
1730 – 1800	Networking Tea/Coffee	Venue: 900 NIP, Foyer area

## Workshop faculty



### Sujata Bogawat

Sujata is a Chartered Accountant by training and also holds a Business Management degree. She has a diverse experience spanning more two decades across manufacturing, services, not-for-profits, start-ups and consulting companies. Providing strategic as well as hands-on advice, at the same time giving an outside-in perspective on the business is at the core of her role as a management consultant. She engages with funded startups especially in domains like Fintech, Deep-tech/Science-based, SaaS, Ecommerce, and Startup Incubators in the role of a Virtual CFO. Some of her Virtual CFO stints including India's largest online ticketing platform (acquired by BookmyShow); an IoT startup in the mobility space (acquired by Varroc Engineering Ltd, a listed auto OEM manufacturer); and multiple offshore IT development companies (acquired by US-based IT conglomerates).

In 2012 she founded Avantedge Business Consulting, where she leads a team providing reliable and proactive services in investment advisory, equity structuring, business valuation, ESOP, cross-border structuring, and overall financial management of startups.

She has strong eco-system connects with startup incubators across India, and serves on their investment committees. She has been the founding Program Leader of Startup Leadership Pune chapter and led it for 3 years. She is an active angel investor, where drawing on her experience in corporate governance, P&L management, regulatory compliance, and operational expertise, she offers strategic guidance and advisory services to the management of some companies as a director on their boards, like - Brainbees Solutions Pvt Ltd (e-commerce platform - Firstcry.com), Convirza Pvt Ltd (IT services startup) and SH Forhealth Solutions Pvt Ltd (medical device startup).

She has been associated with several incubators including Venture Center for several years now, where here she played a role of General Manager. She is a mentor for several of our startups and an invited speaker on subjects of startup finance, ESOPs and now Unit Economics.



### Ravi Sarangapani

Ravi is a Consultant in Medical Devices Product Development. He has previously held senior positions for Adler (Sushrut) Pvt Ltd in Product Development, Sales, Marketing & Regulatory affairs. He is an accomplished professional with over 25 years in the medical device industry encompassing leadership roles in new product development, quality management, regulatory affairs, marketing, Sales and Business Development. He has a proven track record of managing the new product development process from conceptualization and market analysis through development, risk management, pre-clinical evaluation, verification & validation, test marketing to commercialization.

Ravi has an outstanding communication talent with proven ability to build and lead highly efficient teams, train technical professionals and to convey complex concepts in understandable terms. He is especially skilled at problem analysis and resolution, strategic planning and budget controls. He also has a strong background of interactions with Key Opinion Leaders, customers and trade channels throughout Asia, Middle East, Africa and some areas of Europe.



### Premnath V

Premnath is Head, NCL Innovations at CSIR-NCL and Founder Director, Venture Center. He is a technology developer, innovation and incubation manager, startup mentor and a co-founder of 2 medtech startups. One of his inventions - a breakthrough material for hip and knee joint replacements — has been implanted in more than a million patients worldwide. Another technology for porous maxillo-facial implants has been implanted in thousands of patients in India and abroad. He has provided leadership for teams that have won National awards for technology development, intellectual property management and business incubation. He is chemical engineer and an alumnus of MIT in the US, IIT-Bombay (Distinguished Alumnus, 2022) and has been a Chevening Technology Enterprise Scholar in Cambridge, UK.

## Panelists (in alphabetical order of last names)



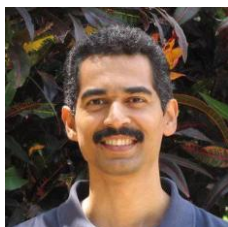
### **Anuya Nisal**

Founder & CEO of Serigen Mediproducs Pvt Ltd

Anuya did her Ph.D. in Chemical Engineering from Indian Institute of Technology, Mumbai and her masters in Materials Science and Engineering from University of Delaware, USA. She has 20+ years of experience leading projects involving research, technology development, consulting in prestigious organizations like GE Plastics (John F. Welch Technology Center) and CSIR-National Chemical Laboratory (NCL). At NCL, she was leading a group performing scientific research in the areas of polymers, biomaterials, medical devices and tissue engineering. Her work has resulted in 27 peer reviewed international journal publications and 10 patent families.

Her startup Serigen Mediproducs Pvt Ltd, an innovation-driven tissue regeneration products company, is the winner of several prestigious awards which include: winner of Poster Pitch at Business Innovation Competition, ORS, USA in 2024; 9th National Award for Technology Innovation in "Polymers in Public Health Care" 2019-20; National winner of Empower TIE Women Global competition 2021. Anuya has been recognized through several awards including the Indian National Academy of Engineering – Young Entrepreneur Award 2020; Leaders in Innovation Fellowship from Royal Academy of Engineering, UK, 2019; VASVIK award 2021 and a TIE-BIRAC-WiNER award for Women in Entrepreneurial Research in 2019.

More details: <https://serigenmed.com/>



### **Prashant Anaskure**


COO & Co-founder, Pratiti Technologies Pvt Ltd

Prashant is a postgraduate from IIT Kharagpur and IIM Kolkatta. In his over 27 years of technology career, he has played key roles in building software solutions right from idealization to launch which are adopted by many Fortune 500 companies. Earlier, he was Practice Head at Geometric Software, where he was delivering tailored solutions to solve complex problems with IoT, AI, Cloud and digital twins.

Prashant co-founded Pratiti, a specialized Outsourced Product Development and Digital Solutions company, driving innovation-led digital transformation for enterprises and software product companies. With 300+ skilled software craftsmen and a global footprint across the US, UAE, and India, Pratiti is a trusted partner for GCCs, ISVs, and industrial customers. Backed by strong partnerships with AWS, PTC, Siemens, Databricks, and Framence, they bring deep expertise in Industry 4.0, Digital Twin, Cloud, Edge Computing, Data Science, and AR/VR. Their advanced IoT and Digital Twin architectures accelerate innovation, helping organizations achieve transformation faster.

More details: [www.pratititech.com](http://www.pratititech.com)



	<p><b>Ashwin Shankar</b> Founder and CEO, BatteryPool Technologies Pvt Ltd</p> <p>Ashwin is trained as an Electrical Engineer from Purdue University, followed by a masters from Stanford University. He started his entrepreneurial journey at Venture Center as an Entrepreneur-in-residence fellow in 2017, registering his startup BatteryPool in 2018. BatteryPool focusses on transforming EV ownership with smart battery services by revolutionizing EV battery management. The technology that they have developed ensures rapid scaling and maximum operational efficiency. The startup has now introduced their services in several cities pan-India starting in 2023 with their first service in Indore city for e-rickshaws and for 2 wheelers in Pune city. They are currently serving 500+ drivers in 4 cities with a pool of 1200 batteries. BatteryPool's BaaS ecosystem is powered by their proprietary charging and swapping hardware, along with IoT and software layers. This technology stack allows BatteryPool to maximize revenue per battery and operate with the industry's lowest cost structure.</p> <p>More details: <a href="https://www.batterypool.com/">https://www.batterypool.com/</a></p>
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Organizing team (in alphabetical order of last names)	
	<p><b>Niruta Killedar</b> <b>Senior Associate - Social Innovations</b></p> <p>Niruta is primarily responsible for assisting in the implementation of the Social Innovation Immersion Program at Venture Center. Overall she assists in driving the Social Innovations portfolio at Venture Center and coordinates events and related mentoring activities. She is a Microbiologist by training and has more than 7 years of experience in interdisciplinary areas of science. She has been passionately working in border areas for the last 15 years as a volunteer through the NGO Aseem Foundation, which adds value to the Social Innovations portfolio at Venture Center.</p>
	<p><b>Mugdha Lele</b> <b>Head – Social Innovations at Venture Center</b></p> <p>Mugdha is a Ph.D from School of Health Sciences, University of Pune and has teaching and research experience in a State Government medical university. At Venture Center, she is responsible for driving the Social Innovations and related activities and is responsible for providing technical mentoring for incubatees at Venture Center. Mugdha has been a Fellow of the Chevening Rolls Royce Science, Innovation, Policy and Leadership Programme (CRISP) at the Said Business School, University of Oxford, UK in 2016. In 2018 she has also been part of the Aritra Accelerator Program for Leadership in the Social Sector at IIM Bangalore with Phicus Solutions and Dr. Reddy's Foundation. She is interested to drive programs which support development of novel technology solutions for impact in the social sector.</p>



### Organized by



Venture Center is committed to Social innovation and entrepreneurship. We actively nucleate and nurture enterprises that focus on solving socially important problems and build sustainable entities (for-profit or not-for-profit) to deliver the solutions to society. Focus areas at Venture Center include affordable health and nutrition, empowering farmers, clean energy, sustainable resource utilization, environment and circular economy, water, sanitation, hygiene, and any other social sectors that can leverage Venture Center's innovation ecosystem. More: <http://www.venturecenter.co.in/socialinnovations>



BFI-BIOME's mission cuts across traditional boundaries by encompassing both upstream and deep science, driving innovation that leads to transformative health solutions. BFI-BIOME aims to bring leading researchers, technologists, and innovators together in the form of a network to discuss, identify, collaborate, and innovate in the biomedical sector to solve pressing health challenges. More: <https://www.venturecenter.co.in/bfi-biome/>

### Supported by



'Blockchain for Impact' carries forward the baton of the Crypto Relief Fund, a phenomenon that came to the fore at the peak of the second COVID wave in 2021. The relief fund mobilized resources from the global blockchain community and managed to make a positive dent in the healthcare system of India. More: <https://www.blockchainforimpact.in/>



Venture Center is a national award-winning deep tech and science-based business incubator approved by the Ministry of Science and Technology, Govt of India. It aims to nucleate and nurture knowledge-based enterprises. It does this by creating and maintaining a rich and supportive ecosystem for inventive enterprises that includes a large mentor network, funding options including 4 seed funds, scientific/ analytical/ prototyping facilities, specialized advisory capabilities, numerous events, etc. It empowers scientists, engineers, clinicians, and other knowledge workers to take their ideas from the lab to market. It is structured as an independent, non-profit company, and charitable organization that is hosted by CSIR-National Chemical Laboratory, Pune. The Venture Center was founded in 2007. Venture Center has been recognized with the National Award for Technology Business Incubators (2015), AABI (Asian) Incubator of the Year Award (2018), National Entrepreneurship Award under Ecosystem Builder Category (2019), Biospectrum No. 1 Bioincubator of India (2022) and National Award for Incubators for Nurturing IP (2021 & 2022). More: <http://www.venturecenter.co.in/>

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