

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

on 18 Nov 2023 (whichever comes sooner)

- ***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"> Mugdha Lele
0930 – 1100 (90 min)	Session 1: Cost structure and related concepts <ul style="list-style-type: none"> Various components of cost Examples 	<ul style="list-style-type: none"> Sujata Bogawat
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"> Pricing, margins, breakeven, lifetime value and other such concepts Examples 	<ul style="list-style-type: none"> Sujata Bogawat
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"> Medtech products Scientific services D2C companies 	<ul style="list-style-type: none"> Sujata Bogawat and Premnath V
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"> Ajinkya Dharia (Padcare) (TBC) Ashwin Shankar (Battery Pool)(TBC) Anuya Nisal (Serigen) Nitin Tappe (Pratiti)
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 diverse experience spanning two decades across manufacturing, services, not-for-profits, start-ups and consulting companies. She specializes in advising VC funded startups and startups incubators across the country. She founded Avant Edge Business Consulting in 2012 to provide startups and emerging businesses with quality management of their non-core functions on a consistent basis. The company also provides investment advisory, equity structuring, business valuation, virtual CFO, compliance, and pre-funding support and services.

She has strong eco-system connects with start-up incubators such as Venture Center, Villgro Foundation, CIBA Mumbai and Goa and academic institution incubators like RISE Foundation-IISER Kolkata, and serves on various committees of these incubators. Previously, she has worked as a Vice President-Finance at Firstcry.com, GM at Venture Center and Finance Controller at Thermax Ltd.

Sujata is an angel investor and startup mentor. She was the founding Program Leader of Startup Leadership's Pune chapter and frequently speaks at startup events on subjects of startups, funding, business valuation, etc.



Premnath V

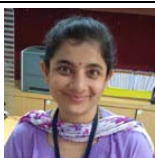
Premnath is Head, NCL Innovations at CSIR-NCL and Founder Director, Venture Center. He is a technology developer, innovation and incubation manager, startup mentor and a co-founder of 2 medtech startups. One of his inventions - a breakthrough material for hip and knee joint replacements — has been implanted 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.

In-house team (in alphabetical order of last names)



Niruta Killedar
Senior Associate - Social Innovations

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.



Mugdha Lele
Head – Social Innovations at Venture Center

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.



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	<p>'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/</p>
 VENTURE CENTER	<p>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/</p>