



Technical Workshops Series – 2018

**One Day Workshop on**  
**Setting up and Running a High-Value Scientific Services Business**  
 (Under the aegis of Venture Center’s new vertical BIAS – Business Incubation of Advanced Services)  
 - Organized by Venture Center -

<b>Potential gains</b>	<ul style="list-style-type: none"> <li>Learn how to set up and run a high-value (high FTE rate; specialized) scientific services business</li> <li>Designing and structuring customer offerings around unique capabilities, competencies, facilities available to you. Enhancing value in offerings</li> <li>Case studies: Contract research, Analytical studies, Desk research and reports, Design and prototyping services</li> <li>Marketing, proposals, term sheets, pricing models, agreements, important clauses</li> <li>Project management, planning costs and timelines and deliverables, closure.</li> </ul>												
<b>Organized by</b>	<ul style="list-style-type: none"> <li>Venture Center</li> </ul>												
<b>Supported by</b>	<ul style="list-style-type: none"> <li>BIRAC Bioincubator at Venture Center (supported by BIRAC, Govt of India)</li> <li>NCL Innovations, CSIR- National Chemical Laboratory</li> </ul>												
<b>For whom</b>	<ul style="list-style-type: none"> <li>Budding entrepreneurs and Science –based enterprises/ startups</li> <li>Experienced scientific/ engineering professionals planning consulting services</li> <li>Self-employed scientists and engineers</li> </ul>												
<b>When</b>	<b>Saturday   2 June 2017   Time: 9am – 6pm</b>												
<b>Where</b>	Lecture Theatre, Venture Center, 900 NCL Innovation Park, Dr. Homi Bhabha Road, Pune - 411008												
<b>Contact</b>	<b>Technical queries:</b> Ms Edna   +91 7410045651   <a href="mailto:edna@venturecenter.co.in">edna@venturecenter.co.in</a> <b>Logistical queries:</b> Ms Lipika   020-25865877/75/76 <a href="mailto:eventsdesk@venturecenter.co.in">eventsdesk@venturecenter.co.in</a>												
<b>Cost</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Category</th> <th style="text-align: left;">Fees</th> </tr> </thead> <tbody> <tr> <td>Members of NCL-TEC and IISERP-EIC (with endorsement by the President/ CEO of the club)</td> <td>Rs 900/-</td> </tr> <tr> <td>Students with valid ID/ Portfolio companies of Venture Center</td> <td>Rs 1,500/-</td> </tr> <tr> <td>Resident/ associate incubatees of Venture Center; Pre-incubatees (Ignition and Kick-start)</td> <td>Rs 2,000/-</td> </tr> <tr> <td>Micro and small enterprises/ academic institutions/Individuals</td> <td>Rs 3,000/-</td> </tr> <tr> <td>Medium &amp; large companies</td> <td>Rs 10,000/-</td> </tr> </tbody> </table> <p><b>Seats limited to 30. First-come-first-serve.</b></p> <p><b>Register online at:</b> <a href="https://bit.ly/2Kxr6eb">https://bit.ly/2Kxr6eb</a>  <b>Registration closes once 30 seats are full or 31 May 2018 (whichever comes sooner)</b></p> <p>NOTE</p> <ul style="list-style-type: none"> <li>Definitions of Micro Small and Medium Enterprise:  <a href="http://dcmsme.gov.in/ssiindia/defination_msme.htm">http://dcmsme.gov.in/ssiindia/defination_msme.htm</a></li> <li><b>Fees paid is not refundable and non transferable under any circumstances</b></li> </ul>	Category	Fees	Members of NCL-TEC and IISERP-EIC (with endorsement by the President/ CEO of the club)	Rs 900/-	Students with valid ID/ Portfolio companies of Venture Center	Rs 1,500/-	Resident/ associate incubatees of Venture Center; Pre-incubatees (Ignition and Kick-start)	Rs 2,000/-	Micro and small enterprises/ academic institutions/Individuals	Rs 3,000/-	Medium & large companies	Rs 10,000/-
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## Introduction

This workshop focuses on high-end, specialized services businesses. The emphasis will be on service offerings that have some degree of uniqueness or specialized knowledge/ knowhow/ IP behind it or a unique person/ team behind it due to which the service can command a high premium. This workshop is being planned in the context of services being the largest contributor (>60%) to India's GDP. The Venture Center team also believes that business offering advanced services will be important contributors to short term high-quality jobs and revenue indicators. It is also likely that this might be the avenue by which several first generation knowledge workers might transition into entrepreneurial roles. Furthermore, the services sector might offer many more suitable and flexible opportunities for women knowledge workers.

This workshop aims to provide foundational information for people interested in building advanced services businesses. The workshop is meant to be practical and help people get started right away. Case studies will be on:

- High-end scientific and R&D services
- High-end desk research, data gathering and analysis, planning, strategy etc
- Design, product realization, prototyping services
- Specialized analytical services, assays, proprietary methods based assessments
- Algorithms, analytics, computer aided services

## Workshop Outline

Workshop shall consist of:

- Talks and classroom sessions and Q&A sessions
- Handouts and templates
- Panel discussions and experience sharing

## Workshop includes

- Workshop includes tea, snacks and lunch at the Innovation Café
- Membership in mailing list to follow-up on workshop and intimation of relevant events/ funding/ opportunities from Venture Center.
- Access to a restricted website with links to key resources for institutes to set up incubation centers
- One-year free reference membership to Venture Center Library (<http://www.vcenterlibrary.org/> )

## Workshop excludes

Accommodation, travel and local transport.

**\*Please note, the participants will have to arrange for their own travel/local transport and accommodation and dinners.**

- For accommodation (standard and budgeted hotels) please visit: [www.venturecenter.co.in/puneguide/standard.php](http://www.venturecenter.co.in/puneguide/standard.php)
- For accommodation (deluxe and luxury hotels) please visit: [www.venturecenter.co.in/puneguide/deluxe.php](http://www.venturecenter.co.in/puneguide/deluxe.php)
- For local transport details visit: [www.venturecenter.co.in/puneguide/taxi.php](http://www.venturecenter.co.in/puneguide/taxi.php)

## Other information

General information and useful contacts regarding Pune city are available on:






<http://www.venturecenter.co.in/puneguide/>








Workshop Schedule			
Time (hrs)	Duration (Min)	TOPIC	Speaker
0845-0900	15	Registration	
0900 - 1100	120	<b>Session 1: Services businesses—An overview</b> <ul style="list-style-type: none"> <li>Workshop, faculty/panelists, participant introduction (15 min)</li> <li>Basics of setting up a business; Planning and setting up the business; defining customer offerings, identifying customers, sharpening value proposition, positioning unique offerings, enhancing value, arranging resources. (60 min)</li> <li>Examples, case studies and exercises: Contract research, Analytical studies, Desk research and reports/ Consulting, Design and prototyping services. Mini exercises. (45 min)</li> </ul>	Premnath V Priya Nagaraj Edna Joseph
1100-1130	30	Networking tea	
1130-1300	90	<b>Session 2: Understanding agreements and contracts related to Services arrangements</b> <ul style="list-style-type: none"> <li>Agreements—NDAs, Service Agreements; important clauses; purchase or work orders</li> </ul>	Nihal Kothari & Alhad Oak
1300-1400	60	Lunch	
1400-1545	105	<b>Session 3: Marketing, sales, execution for Services Projects</b> <ul style="list-style-type: none"> <li>Marketing beyond the referrals, Brand building, Online Reputation Management, Digital &amp; Social Media Marketing, identifying, reaching out, building trust and influencing potential customers, international marketing, offering definitions, proposal templates, pricing models, nurture mechanisms, managing sales pipeline, pre-sales, post sales (50 min)</li> <li>Project management, planning costs and timelines and deliverables, closure (50 min)</li> </ul>	Atul Dhakappa Anand Joshi
1545-1615	30	Networking tea	
1615-1745	90	<b>Session 4: Panel discussion and experience sharing with services entrepreneurs</b> <ul style="list-style-type: none"> <li>Insights from entrepreneurs</li> <li>Other issues not discussed earlier: How do you scale a services business? Can a service business raise investments? Is it good to run services along with a product business?</li> </ul>	<u>Moderator:</u> Priya Nagaraj <u>Panelists:</u> Nitin Tappe Sreekanth R Indranath M Prakash Khanzode
1745-1800	15	Closure	

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**Speakers and Panelists (in alphabetical order of last names)**


 <p><b>Atul Dhakappa</b></p>	<p><b>Atul Dhakappa</b> <b>Founder &amp; CEO   Xenia Consulting</b></p> <p>Atul's expertise is in leveraging innovative digital and content marketing to drive lead generation and business growth. Across engagements, these proven techniques have been able to drive 30-40% growth YoY for several of his clients. He works with clients to simplify messaging related to their products/services, builds content and stories, which will help positively influence their buyers and then reach out in the form of campaigns, social media, events to build consistent presence and following.</p> <p>Atul is the founder and CEO at Xenia Consulting which is a professional digital marketing agency that leverages digital and content marketing to drive lead generation and deliver business growth for organizations. Previously, Atul was the Vice President - Marketing at SLK, Global as well as ATP Inc. His role involved working on innovative content &amp; digital marketing strategies including social media and focused targeted campaigns.</p>
 <p><b>Edna Joseph</b></p>	<p><b>Edna Joseph</b> <b>Associate Manager- Analytical Services</b></p> <p>Setting up and managing Venture Center's Lab facilities; Running and assisting in proof-of-concept projects; Creating, planning and organizing technical and scientific workshops especially those with hands-on lab exercises with lab instruments.</p>
 <p><b>Prakash Khanzode</b></p>	<p><b>Prakash Khanzode</b> <b>Director and Principal Designer at Onio Design Pvt. Ltd., Pune.</b></p> <p>He is B.E. (Mechanical Engineering) from Mumbai University and has a Post-graduate diploma in Industrial Design from National Institute of Design. He is a practitioner of innovation by design and has vast experience in building the expertise of design thinking and creative engineering, leading dynamic teams of designers &amp; engineers for creation of brands, products and services in the demanding verticals of Healthcare and Mobility.</p>
 <p><b>Anand Joshi</b></p>	<p><b>Anand Joshi</b> <b>Co-Founder &amp; Director, InstaDelight</b></p> <p>Anand's management expertise spans across 23 years. Anand has witnessed growth through the corporate ranks from the position of Graduate Engineering Trainee (Intern) to the Managing Director. The investors and Chairman of NobleTek credit Anand for "steering the company out of troubled waters", for the phenomenal growth he brought to the India subsidiary as Managing Director and turning it from back office into a profit center.</p> <p>Anand is co-founder and Director at InstaDelight, a patent pending, M-commerce platform that consolidates customer engagement initiatives for SMEs such as reviews, rewards, coupons, gift cards, mobile ordering etc. He is currently advising start-up companies to help them achieve business growth.</p> <p>Anand has previously worked with Geometric Global Pvt. Ltd., Parametric Technology Corporation (PTC) and Mahindra and Mahindra Ltd. Anand's global experience spans across all major countries from United States to Japan with global customers in Automotive, Aerospace, Heavy Engineering, Construction and Mining, Semiconductors and Telecom. He has played various leadership roles in Manufacturing (Production, Design Engineering, Tool design, manufacturing planning), Information Technology and Business Process Consulting, Delivery &amp; Operations, HR, Finance and Business. He specializes in Managing and profitably growing Offshore Product Development (OPD) as well as Professional Services business.</p>
 <p><b>Nihal Kothari</b></p>	<p><b>Nihal Kothari</b> <b>Associate Partner, LegaLogic Consulting</b></p> <p>Nihal has eleven years of hands on experience with an expertise spread over numerous fields including international technology and commercial contracts, having worked with reputed organizations. Nihal has negotiated wide range of international and domestic commercial contracts, negotiating intellectual property licensing deals, and has advised on various legal aspects related to human resources, real estate and dealing with issues related to intellectual property right.</p> <p>Nihal leads the global commercial contracts team and advisory practice at LegaLogic.</p> <p>Nihal previously worked with Persistent Systems Ltd., based in Pune and Geometric Limited, based in Mumbai and Pune for more than six years. He also has experience of working with a solicitors' firm. Nihal has acted as a</p>

<p>NIDHI-EIR PIP</p>					
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	<p>judge in various law schools and colleges in Pune and has presented workshops on Right to Information Act (RTI), international privacy laws at national level.</p>
 <p><b>Indranath Majumdar</b></p>	<p><b>Indranath Dutta Majumdar</b> <b>Founder CEO- Helium Consulting Private Limited</b></p> <p>Indranath is the Founder CEO of Helium Consulting- a Consulting and Services company focussed on the Hydrocarbon and Chemical Process Industries in the domain of Engineering, Optimization and Data Analytics. Helium brings together rich domain expertise, industry knowledge and software legacy along with innovative path-breaking solutions to bring unprecedented benefits to our customers. We have a bluechip customer list covering a range of Oil and Gas, Refining, Chemicals, Pharmaceuticals, Metals/Mining and Power Plants. Unaudited value of benefits to customers' operations in the plant and supply chain runs into 100s of crores. Helium has also created intellectual property that is in the process of being copyrighted.</p>
 <p><b>Priya Nagaraj</b></p>	<p><b>Priya Nagaraj</b> <b>Bioincubation Manager at Ventre Center</b></p> <p>Priya holds a Ph.D. in Cell Biology from University of Virginia, USA. She worked with Advinus Therapeutics Ltd, a pharmaceutical drug discovery company for over 5 years. She has research experience in biochemistry, cell biology, developmental biology, molecular biology and drug discovery.</p>
 <p><b>Alhad Oak</b></p>	<p><b>Alhad Oak</b> <b>Co-founder, LegaLogic Consulting</b></p> <p>Alhad Ramchandra Oak possesses corporate legal and secretarial experience of over twenty years. At LegaLogic, Alhad closely deals with clients from various industries - mobile applications, e-commerce, port, logistics, automobile, education, software product and services, mobile wallets and payments, power and project sectors. Alhad's knowledge and work expertise spreads over legal, corporate secretarial, risk management, media relations, vision, mission and value roll-out. Besides the corporate calling, Alhad is also a passionate coach and mentor. He conducts trainings at Institute of Company Secretaries of India (ICSI) on corporate social responsibility, Basics of Legal Drafting, strengths, weaknesses, opportunities, and threats (SWOT) analysis as well as office etiquettes and culture.</p> <p>During the corporate lifespan, Alhad has also worked with APM Terminals (A. P. Moller Maersk Group), Zycus Infotech and Banking software leader i-flex Solutions - a Citigroup and now Oracle group company, all based in Mumbai, India.</p>
 <p><b>Sreekanth Rouduri</b></p>	<p><b>Sreekanth Rouduri, Ph.D.</b> <b>Head of Biology, SAI Life Sciences</b></p> <p>Received Ph.D. from CCMB (Hyderabad, India) and Post-Doctoral training from Harvard University (Boston, USA), and Business Management diploma from North-Eastern University (Boston, USA). Currently Head of Biology at Sai Life Sciences (Pune). Prior to joining Sai, held leadership positions in Drug Discovery at Advinus Therapeutics (Pune, India) and VertexPharmaceuticals (Boston, USA). Over 17 Years of experience in leading multi-disciplinary teams in drug discovery/ translational research from target identification to clinical candidate selection and supporting clinical stage programs and working effectively with global pharma/biotech/academia partners. Contributed to several drug candidates that are in various development/approval stages in diverse therapeutic areas</p>
 <p><b>Nitin Tappe</b></p>	<p><b>Nitin Tappe</b> <b>Co-Founder- Pratiti Technologies Pvt. Ltd</b></p> <p>After successful 5 years stint in corporate role, Nitin is back to what he enjoys most – conceptualizing new software solutions to solve business problems. Nitin is postgraduate from IIT, Mumbai, India and in his 19 years of career, has played key roles in building desktop as well as enterprise solutions right from ideation to launch which are adopted by many Fortune 500 companies. As a Founder member of Pratiti Technologies, he is committed to apply his management learning as well as passion for building new solutions to realize your innovation with certainty</p>





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 <p><b>V Premnath</b></p>	<p><b>Dr V. Premnath</b>  <b>Director, Venture Center   Head, NCL Innovations   Head, IP Group, NCL</b></p> <p>Premnath V is currently the Head, National Chemical Laboratory (NCL) Innovations - the group within NCL charged with the responsibility of championing the cause of technology innovation within NCL. Dr Premnath is also the Founding Director of the Venture Center - a technology business incubator on NCL campus. Dr Premnath is also a Scientist, Polymer Science &amp; Engineering Division at NCL with an interest in technology development for biomedical products. He holds a B.Tech. from the Indian Institute of Technology - Bombay and a Ph.D. from the Massachusetts Institute of Technology, USA. He has also been a Chevening Technology Enterprise Fellow with the Centre for Scientific Enterprises, London Business School and Cambridge University, UK. He brings with him considerable experience in technology development and commercialization (two successfully commercialized families of products), working with start-up companies (in Cambridge-UK and India) and engaging with large corporations on research and consulting projects as project leader. More information at: <a href="http://www.premnath.org">www.premnath.org</a></p>

<b>About the Organizers</b>	
<p><b>NIDHI-EIR PIP</b></p>	<p><b>Department of Science and Technology (DST)</b> has announced <b>National Initiative for Developing and Harnessing Innovations (NIDHI)</b> as an umbrella programme for nurturing ideas and innovations (knowledge-based and technology-driven) into successful startups. Entrepreneurs-in- Residence (EIR) Programme is one of the programs introduced under NIDHI to inspire the best talents to be entrepreneurs, to minimise the risk involved in pursuing start- ups, and to partially set off their opportunity costs of high paying jobs. The NIDHI-EIR programme provides tremendous opportunities for innovative entrepreneurs to expand their networks and get critical feedback on their ventures in order to promote their entrepreneurial career goals and aspirations.</p>
	<p>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 &amp; Technology’s National Science &amp; Technology Entrepreneurship Development Board (DST-NSTEDB). Venture Center focuses on technology enterprises offering products and services exploiting scientific expertise in the areas of materials, chemicals and biological sciences &amp; engineering. For more information, visit <a href="http://www.venturecenter.co.in/">http://www.venturecenter.co.in/</a></p>



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Supported by	
	<p>The BioIncubator at Venture Center aims to nucleate and nurture technology and knowledge-based enterprises leveraging knowledge in the areas of biotechnology (biopharma, agrobiotech, industrial biotech, clean technology), biomedical engineering/devices/ diagnostics, biomass value addition/ renewable fuels/chemicals/materials, bioinformatics, bio/medical services and related disciplines. Created with support from DBT-BIRAC under the Bioincubator Support Scheme. For more information, visit <a href="http://www.bioincubator.venturecenter.co.in/">http://www.bioincubator.venturecenter.co.in/</a></p>
	<p>Biotechnology Industry Research &amp; Assistance Council is a new industry-academia interface and implements its mandate through a wide range of <b>impact initiatives</b>, be it providing access to risk capital through targeted funding, technology transfer, IP management and handholding schemes that help bring <b>innovation excellence</b> to the biotech firms and make them globally competitive. For more information about BIRAC: <a href="http://www.birac.nic.in">www.birac.nic.in</a></p>
	<p>The National Chemical Laboratory, India is a research, development and consulting organization with focus on chemistry and chemical engineering. It has a successful record of research partnership with industry. NCL Innovations is resource center of NCL that supports, promotes and champions the cause of technology innovations within NCL. For more information about NCL Innovations &amp; IP group NCL, visit <a href="http://www.nclinnovations.org/">http://www.nclinnovations.org/</a></p>
	<p>Legalogic is a full-service law firm co-founded by professionals with extensive industry experience. Legalogic has offices in Pune and Mumbai. Started on July 1, 2013, our value system and ethical practices enable us to service our domestic and international clients seamlessly. With the team's background, Legalogic brings an in-house counsel approach in the way it works with its clients. With personal attention to clients, focused execution and understanding of client's business, Legalogic has carved out a niche for itself. Legalogic serves clients operating in diverse industries. With client service, problem solving, proactive approach and long-term relationship as a focal point, Legalogic has grown rapidly in a short period of time. More on <a href="http://www.legalogic.co.in">www.legalogic.co.in</a></p>