

Dear Students,

In order to promote innovation and entrepreneurship, NSUT has entered into an agreement with **PadUp Ventures** to conduct a BootCamp under the name “**NSUT LaunchPad 2020**” starting 1<sup>st</sup> week of October 2020. The details of the said programme can be found below in this mail. Due to COVID-19 pandemic, this programme shall be conducted online.

In order to make all the students aware about the said programme and the benefits of joining “**NSUT LaunchPad 2020**”(Apply at <https://f6s.com/nsut/apply> ); we are organizing a series of webinars for the students. These webinars will cover the importance of innovation and entrepreneurship for the current students and the benefits of joining the above programme for the same.

**ATTENDANCE FOR THESE WEBINARS FOR THE RESPECTIVE STUDENT IS MANDATORY.**

**YOU NEED TO REGISTER IN ADVANCE FOR THIS MEETING**

**AFTER REGISTERING, YOU WILL RECEIVE A CONFIRMATION EMAIL CONTAINING INFORMATION ABOUT JOINING THE MEETING.**

**Webinar Details are as follows:**

S.N o.	Date	Webinar Registration Link	Student Groups (3 <sup>rd</sup> Sem)
1.	16 <sup>th</sup> September 2020	<a href="https://us02web.zoom.us/join/https://us02web.zoom.us/meeting/register/tZYtf-6hrTltEtLp0j0hMzf9KTKYxtW8Zrqa">https://us02web.zoom.us/meeting/register/tZYtf-6hrTltEtLp0j0hMzf9KTKYxtW8Zrqa</a>	CE+CSE+IT
2.	19 <sup>th</sup> September 2020	<a href="https://us02web.zoom.us/join/https://us02web.zoom.us/meeting/register/tZwsduCqrTvwHtUv-j_hf7VLdpKxkSys5kxz">https://us02web.zoom.us/meeting/register/tZwsduCqrTvwHtUv-j_hf7VLdpKxkSys5kxz</a>	ECE+EE+ICE
3.	21 <sup>st</sup> September 2020	<a href="https://us02web.zoom.us/join/https://us02web.zoom.us/meeting/register/tZAtcOyoqzoiGtGIAub79T3c5jFDwfcGNdXG">https://us02web.zoom.us/meeting/register/tZAtcOyoqzoiGtGIAub79T3c5jFDwfcGNdXG</a>	BT+ME+MPA+MC+BBA+ Full Time M.Tech - 3 <sup>rd</sup> sem

#### **SPEAKER BIO:**

Pankaj Thakar is a Serial Entrepreneur and has 35 years of Corporate and Start-up Experience. In his Various C-level role and founder of multiple start-ups globally, he has built, advised and transformed, both corporate and start-up companies to become highly successful. Pankaj worked with many reputed companies like HCL Limited, India Telecom Ltd, Atlas Telecom Ltd etc., Value First Media Ltd.. He has created Global Start-ups like Consilnet Inc. based out of Silicon Valley USA and recently Cellcast Interactive which he successfully exited. All these companies have been in Technology and consumer space.

Pankaj is tech evangelist with specialization in Digital Media Strategies, Digital Marketing, Online Consumer Behavior and Big Data Applications & Analytics!

He has attended Harvard Business School & MIT's Executive Education programs in Digital Media, Digital Marketing, Big Data Analysis & Applications that makes him relevant and gives an edge over

others to understand analyze and build world class companies.

Pankaj enjoys mentoring, coaching and advising technology Start-ups at various stages from idea to growth & currently is engaged with several of them. His current venture is Padup Ventures – a scalable KNOWLEDGE and MENTORING PLATFORM, which partners with Incubators and Accelerators across market segments (Government, Corporate, Educational Institutions and Individuals). PadUp provides deep mentoring and 360° handholding services, through well proven programs to deliver higher survival rates for start-ups by helping start, survive, sustain and scale their business. Visit [www.padup.in](http://www.padup.in)

## SCOPE OF THE PROGRAMME:

**Program Details:** PadUp will organize a Bootcamp called **BootUp** to validate the ideas of the startups through a comprehensive structured program. The Bootcamp will commence during the 3<sup>rd</sup> year for NSUT students as well as for all the startups that are interested in the incubation Program. The program will consist of:

1. A cohort-based approach to optimize the peer to peer learning & collaborative working for innovating
  - Conducting onsite sessions once every 4 (Four) weeks
  - Conducting online webinars once every week
  - Weekly reporting of attendance, assignment submission and grades of participants
2. Group Mentoring and Monitoring sessions for all startup.
  - Online Mentoring sessions one every week
  - Online Assignment assistance and mentoring session one every week
3. Program Culminating in a “Demo Day” providing investor access for Cohort

PadUp shall provide the services as per the following agenda to the participants of **Bootcamp Program-BootUp** at NSUTIIF:

Week	Sessions	Topic	Onsite / Online
Week 1	1	Effectuation; Entrepreneurship Definition	Online/Onsite workshop-Day 1
	2	Problem Statement	Online/Onsite workshop-Day 1
	3	Primary Market Research (PMR) & Market Segmentation; Conducting Interviews; Selecting a Persona	Online/Onsite workshop-Day 2
Week 2		Mentoring session for PMR	Online
		Assignment Mentoring	Online
Week 3	4	Webinar: TAM; Beachhead Market	Online
		Mentoring Session	
		Assignment Mentoring	Online
Week 4	5	Webinar: Designing the Solution	Online/Onsite workshop
		Mentoring Session	
		Assignment Mentoring	
Week 5	6	Onsite: DMU & DMP	Online/Onsite
		Mentoring Session	Online
		Assignment Mentoring	Online
Week 6	7	Webinar: Value Proposition	Online
		Mentoring Session	Online
		Assignment Mentoring	Online
Week 7	8	Webinar: Handling Competition	Online

		Mentoring Session	Online
		Assignment Mentoring	Online
Week 8	9	Webinar: Mapping the Sales Process	Online/Onsite workshop
		Mentoring Session	
		Assignment Mentoring	
Week 9	10	Onsite: Pricing Framework	Online/Onsite
		Mentoring Session	Online
		Assignment Mentoring	Online
Week 10	11	Webinar: Business Model	Online
		Mentoring Session	Online
		Assignment Mentoring	Online
Week 11	12	Webinar: Business Plan; LTV & COCA	Online
		Mentoring Session	Online
		Assignment Mentoring	Online
Week 12	13	Onsite: Pitching	Online/Onsite

Looking forward to e-meet all of you on respective dates.

Regard

Dheeraj Kaushik

CEO, NSUT –IIF

<https://www.linkedin.com/in/kaushikdheeraj/>

Netaji Subhash University of Technology (Govt. of NCT of Delhi),

Azad Hind Fauj Marg,

Dwarka Sector-3, Dwarka, Delhi, 110078

Prof Prerna Gaur

Member Secretary

NSUT -IIF