

VENUE: STPI Mohali

DATE: 1&2 NOVEMBER, 2025

TIME: 10:00AM - 05:00AM

## Why this Workshop?

This workshop helps participants build a success mindset, align goals, and grow sustainably. It covers funding, scaling, revenue strategies, financial management, and market insights for long-term personal and business growth.

## Workshop Highlights:

1. Understand the psychology of success and build a growth mindset
2. Align your life vision and goals while balancing personal, professional, and social priorities
3. Develop habits for long-term growth and resilience to achieve life and business goals
4. Explore non-dilutive funding, smart scaling, and revenue maximization strategies
5. Learn innovation diffusion and market adoption for sustainable business growth
6. Strengthen financial literacy — understanding balance sheets, P&L, cash flow, KPIs, and budgeting for better decisions

## Workshop Objectives:

1. Develop a success mindset and clear life–business alignment.
2. Build habits and resilience for long-term growth.
3. Learn about non-dilutive funding and smart scaling strategies.
4. Master revenue maximization and financial decision-making.
5. Understand innovation, customer adoption, and product-market fit.
6. Strengthen financial planning, budgeting, and profit management skills.

## Who May Attend?

The workshop is ideal for entrepreneurs, startup founders, students, and professionals seeking growth strategies, financial insights, and mindset development. It also benefits educators, mentors, and SME owners aiming to enhance leadership, innovation, and business performance.

## WORKSHOP CONSTITUENTS

### DAY 1:

#### Workshop 1: Dream Life Workshop

**Speaker:** Sandiip Vijj

- Understanding the psychology of success
- Life vision and goal alignment

- Balancing personal, professional, and social priorities
- Building habits for long-term growth
- Mindset and resilience in achieving life goals

## **Workshop 2: Growth Without Diluting Equity in 24 Months**

**Speaker:** Sam Kundu

- Non-dilutive funding options (grants, revenue-based financing, etc.)
- Smart scaling and reinvestment strategies
- Revenue maximization techniques
- Leveraging partnerships and collaborations
- Operational efficiency and profit retention

## **DAY 2:**

### **Workshop 1: Crossing the Chasm Strategy**

**Speaker:** Sandiip Vijj

- Innovation diffusion curve and customer segments
- Identifying the early majority
- Crafting the right marketing narrative
- Product-market fit and adoption barriers
- Strategies for sustainable scaling

### **Workshop 2: Finance for Non-Finance Executives**

**Speaker:** CA Sahil Makkar

- Understanding balance sheets, P&L, and cash flow statements
- Key performance indicators and ratios
- Budgeting and cost management
- Decision-making based on financial data
- Financial planning for business growth

## **SPEAKERS PROFILE**



**MR. SANDIIP VIJJ**

CEO and Founder  
Idea2unicorn.ai



**MR. SAM KUNDU**

Franchising Expert



**CA SAHIL MAKKAR**

Chairman & CEO,  
Punjab Angels Network