



**BE BRAVE ENOUGH
TO SUCK AT
SOMETHING NEW.**

New Venture Creation

Prof. Neeraj Sanan

Welcome to New Venture Creation



Professor Neeraj Sanan
& CEO, Intelligent Insights

- Engineer (PEC), MBA (IIMB), DBA (UoManchester)
- 27 years of experience
- Businesses launched: Dabur skincare, F7 broadcast, ABP News Network, Intin
- Director, Brand Capital Incubator

Teaching Assistant
Shivani
Phd. Scholar, IITD

Schedule

MSL- 305 (New Venture Creation)		Time- 2:00- 3:20 PM
Date	Day	MSL 305 (New Venture Creation)
05-Aug-22	Friday	Class- 1
06-Aug-22	Saturday	Class- 2 (Work as per Tuesday Timetable)
09-Aug-22	Tuesday	Holiday: Muharram
12-Aug-22	Friday	Class-3
16-Aug-22	Tuesday	Class-4
19-Aug-22	Friday	Holiday: Janmashtami
23-Aug-22	Tuesday	Class- 5
26-Aug-22	Friday	Class-6
30-Aug-22	Tuesday	Class-7
02-Sep-22	Friday	Class- 8
06-Sep-22	Tuesday	Class-9
09-Sep-22	Friday	Class-10
13-Sep-22	Tuesday	Class-11
16-Sep-22	Friday	Class-12
20-Sep-22	Tuesday	Class-13
23-Sep-22	Friday	Class-14
27-Sep-22	Tuesday	Minor Exam

MSL- 305 (New Venture Creation)		Time- 2:00- 3:20 PM
Date	Day	MSL 305 (New Venture Creation)
30-Sep-22	Friday	Class- 15
04-Oct-22	Tuesday	Semester Break
07-Oct-22	Friday	Class-16
08-Oct-22	Saturday	Class-17(Work as per Tuesday Timetable)
11-Oct-22	Tuesday	Class-18
14-Oct-22	Friday	Class-19
18-Oct-22	Tuesday	Class-20
21-Oct-22	Friday	Class-21
25-Oct-22	Tuesday	Class-22
28-Oct-22	Friday	Class-23
01-Nov-22	Tuesday	Class- 24
04-Nov-22	Friday	Class-25
08-Nov-22	Tuesday	Holiday: Guru Nanak Birthday
11-Nov-22	Friday	Class-26 (Last Class)
15-Nov-22	Tuesday	Last Teaching Day
17-Nov-22	Thursday	Major Exam Start

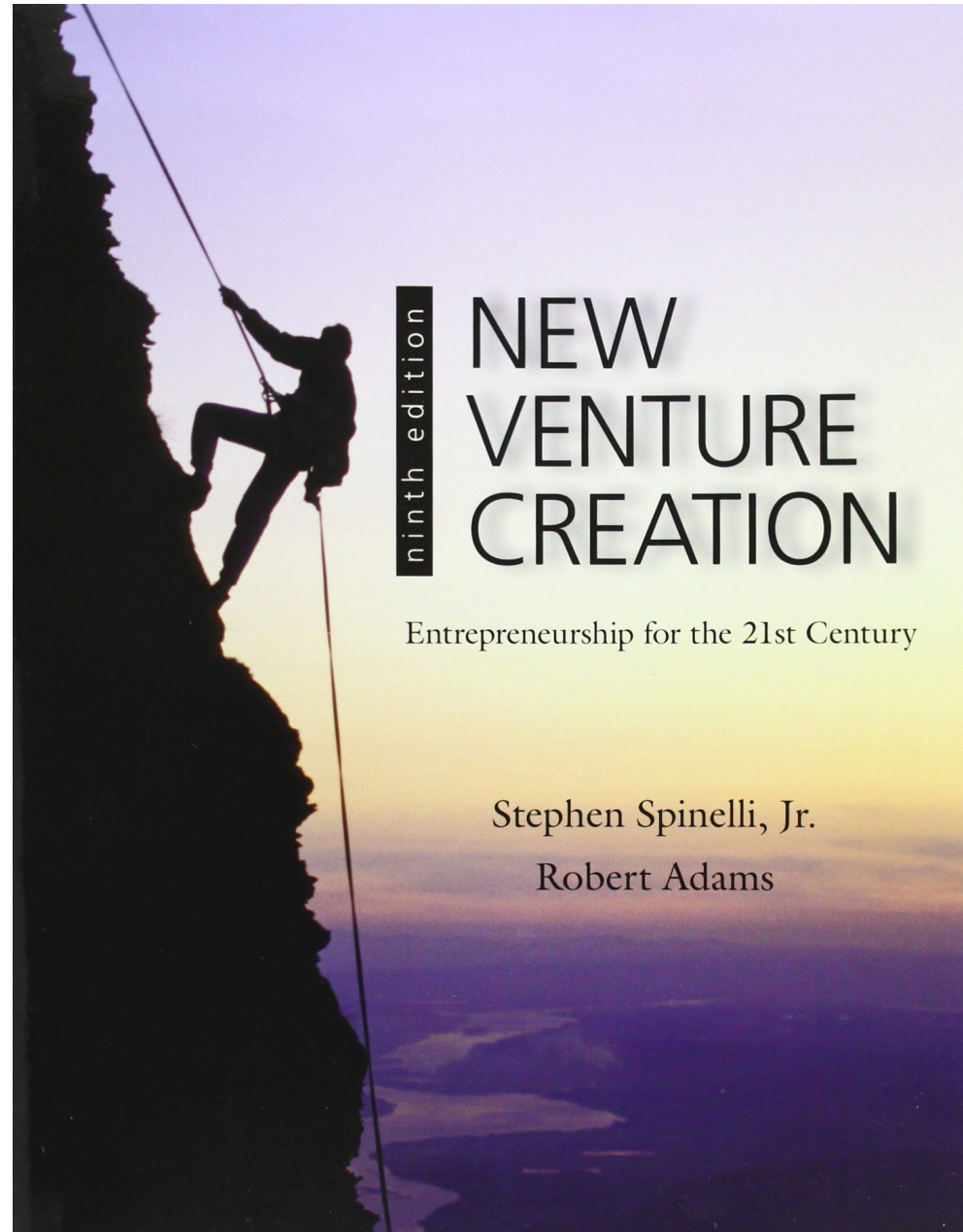
14 Practical

Lecture No	Topic	No. of hours
1	Introduction	1.5
2	Guest Lecture: Meet an entrepreneur	1.5
9	Exercise on writing a business plan	1.5
11	What a VC wants - talk by a practicing VC	1.5
12	What a VC wants - talk by a founder who raised money	1.5
14	Workshop on business storytelling	1.5
15	Group Presentations	1.5
18	Group Presentations	1.5
20	Workshop on Creative brief writing	1.5
21	Workshop on Media brief writing	1.5
22	Workshop on Market Research brief writing	1.5
25	Workshop on 'managing failure'	1.5
27	I pivoted my business – talk by a founder	1.5
28	Summarizing and wrap up	1.5

14 Lectures

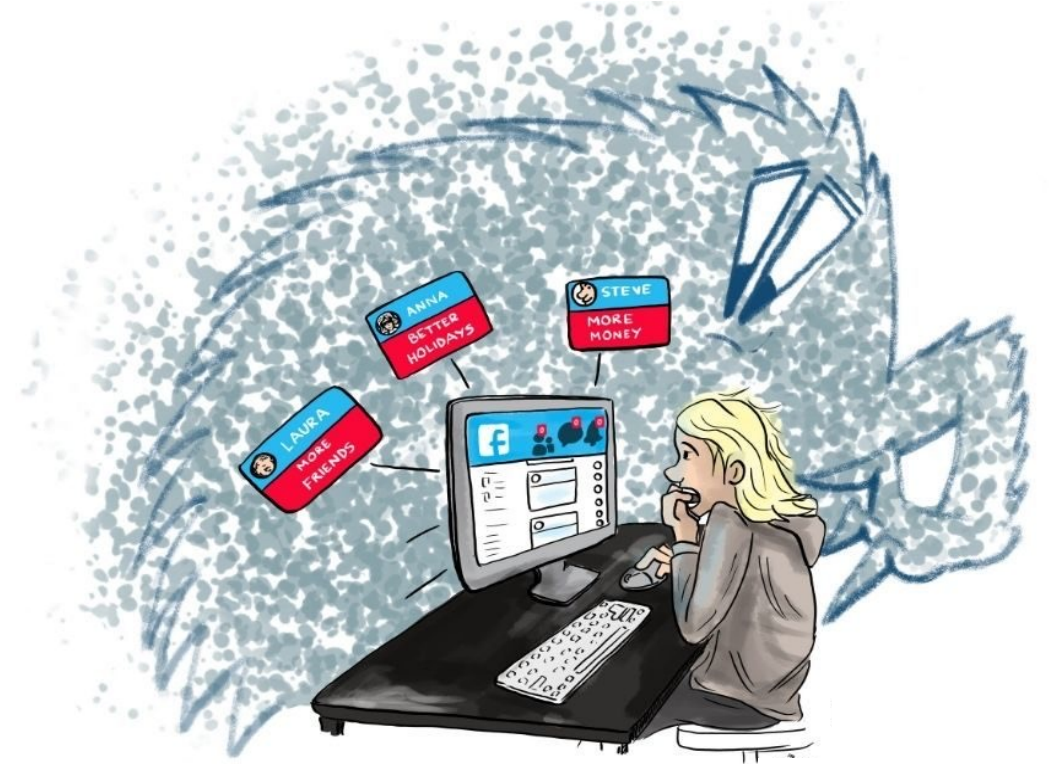
Lecture No	Topic	No. of hours
3	Business model, Value Chain & Valuation	1.5
4	Starting a business in India	1.5
5	Extending your existing business in India	1.5
6	Entrepreneurial Team formation: Roles of board, investor, founder, and CEO	1.5
7	Ideation and Opportunity recognition: Segmenting, Targeting and Positioning	1.5
8	Business Plan Development	1.5
10	Fund Raising: Debt & Equity	1.5
13	Pitching to an investor	1.5
16	Going to the crowd	1.5
17	How to choose a partner	1.5
19	Organogram & agencies	1.5
23	Reading legal contracts	1.5
24	Entrepreneurial ecosystem in India; Favourable changes in ecosystem for venture development.	1.5
26	Sustainable Competitive Advantage & Pivoting	1.5

Yes, there is
a book for
support



Grading Criteria

- Class Participation : 10%
- Group Case assignment : 20%
- Mid-term : 30%
- Final-Term Submission : 40%



For clarifications: You can reach me on Tuesday and Friday, after class or separately on appointment.

Class Participation: 10%

1. Attendance
2. Quality of reply to Questions when I call out students, randomly
3. Quantum and Quality of engagement during case presentation, when you are not presenting

Some Rules:

- Join the course if you are really interested
- Attend ALL classes it you join
- You can reach me on nsanan@gmail.com or 9711182777 for any professional issue.

Group Assignment: 20%

- Class is divided into 16 groups.
- Each group must choose a category for their 'New Venture Creation'
- Assignments:
 - By August 16th : Name your group, choose a category and start planning
 - By November: Submit a presentation for your 'New Venture'
- You will be graded basis your presentation
- Exception: If any individual has already created a New Venture idea and wants to do it alone. For her/ him this will be considered as an individual assignment. Apply on or before August 16th

Groups ?

Group Case (20%)

Group Case (20%)

Exams (70%)

- Mid-Term : 30%
- End-term : 40%
- Open book, open-google
- Mix of conceptual questions, case study and of course - the book.

Expectations: Which areas do you want me to focus on ?

1. Patenting (IP)
2. Social entrepreneurship
3. Business model
4. Communications in bad times
5. How to create teams
6. Government rules

A few starting thoughts

The Great Covid RESET

- We are all in-and-as 'GEN-M (The Mask Generation)'
- Black swan event has caused an unprecedented disruption; it is a reset not a recession
- Large, organized businesses are seeing a sudden increase in profit....launch new
- Digital-first opportunities galore.....launch new
- Few categories face obsolescence



Your New Venture

- Aristotle termed it *Eudaimonia*
- Japanese explain it as *Ikigai*

Business follows the same logic

Roles people play

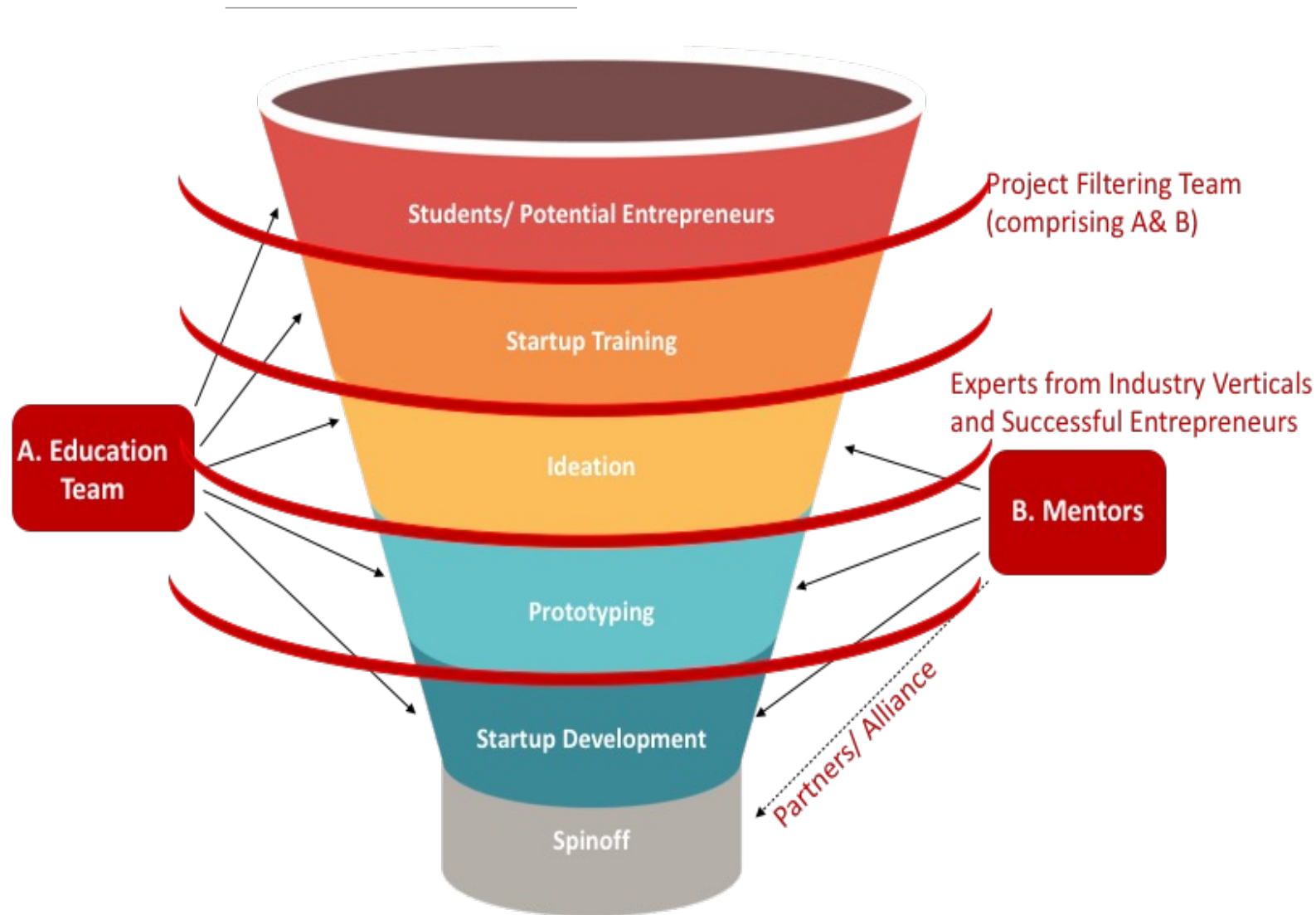
- **Founder:** YOU....it is your vision, your idea, your do “Proof of concept of business model”
- **Investor:** Pays money to YOU to chase your dream “Money scales business”
- **Board of directors:** Set to assure investor that business is running safe & sound
- **CEO:** Actually runs the business, set up by founder, with the money of investor and in a manner that board is auditing

Don't ever multitask

Types of Investors

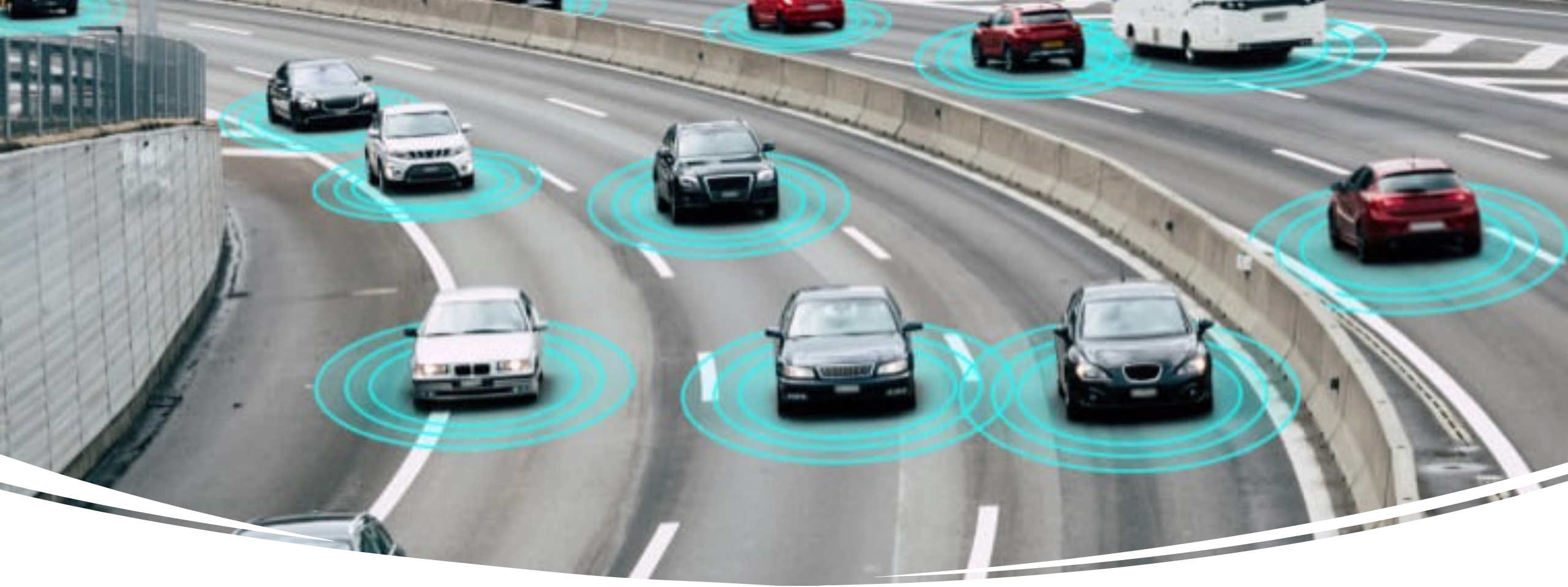
- **Incubators:** give advice for a fee, usually stake
- **Accelerators:** scale your business for a fee, usually stake
- Angel investor: Individuals who are like your professors; money & advice
- Venture Capital: Venture Catalysts, Mumbai Angels
- Crowd Funding: Indigogo, Gofundme, kickstarter (like taking money from friends)
- Series A,B,C,D... mutual funds etc. (not at this stage)
- Sweat equity: Get professionals to work cashless, against stake

IITD: Knowledge + access



Where we can help

1. Risk Reducer
2. Mentor access
3. Industry liaison
4. Catalyze the **FIRST** customer
5. Help with investor & board



“Remember, life is a highway. Irrespective of your speed, you have as many cars in front as behind you. For travel, usually a bus (job) is safe, but your own ride (business) is far more fun.”

- Professor Neeraj Sanan