



ANGEL INVESTING DE-JARGONED

EVENT
ON

ANGEL INVESTING De - Jargoned



1st - 3rd JULY, 2018

10 A.M. TO 5 P.M.

PDPU, GANDHINAGAR



About PDPU IIC



About PDPU IIC (Innovation and incubation Centre) - an incubator of Pandit Deendayal Petroleum University.

PDPU Innovation & Incubation Centre (PDPU IIC) is an incubator established by Pandit Deendayal Petroleum University (PDPU). PDPU IIC is registered u/s 8 of Companies Act, 2013. PDPU IIC is recognized as Nodal Institute by Govt. of Gujarat and as Startup India Incubator by DIPP (Department of Industrial Policy and Promotion, Govt. of India). Also, PDPU IIC is approved under Student Start-up and Innovation Policy by Education Dept. of Govt. of Gujarat.

PDPU IIC is born with the aim of converting the brimming potential of budding Engineers, Management Students and Technocrats into innovation driven business ventures leading to technical renaissance. We are incubating 28 Start-ups from the different areas and organized multiple events to promote entrepreneurship & innovation. Out of these startups, 22 startups are Government of Gujarat approved, 5 start-ups are under educational department and 1 of them is independently funded by the IIC. Also, till date IIC has received 2.45Cr financial assistance for the start-ups from Government of Gujarat. PDPU IIC is also recognized as "Incubation Centre of the Year for Prominent IP Culture" by Intellectual Property Protection Organization(IPPO) in IP Fest 2017.

The Event



Venture Capital De-Jargoned, a 3-day workshop was organized by PDPU IIC with an aim to help entrepreneurs in understanding one of the most important aspects of running and scaling a business i.e. Raising Capital. However, fundraising is one of the elementary and significant areas for any business venture, wherein one requires to invest a considerable amount of effort to begin, boost up and administer the venture. The major challenge faced by startups while dealing with potential investors is not being aware of the process and technicality for fundraising. And so, it is fundamental for any startup to understand how to cultivate relationships with the investors. The three-day workshop aimed at telling the story of raising funds from investors as well as a startups perspective.

The first day "Angel Investing De-Jargoned" was a full day program giving individuals a holistic understanding on "How to go about investing in Early Stage Businesses and Startups" form an investor's point of view. The second and the third day "Venture Capital De-Jargoned" was a 2-day program was structured from startups perspective helped them in understanding one of the most important aspects of running and scaling a business - Raising Capital.

Mr. Vikrant Potnis



Mr. Vikrant Potnis is the CEO of Sardar Patel Technology Business Incubator (SP-TBI) and the Head of the SP-TBI Seed Fund. In his previous role, Mr. Potnis was a member of Springboard Ventures. Springboard invested INR 150 Cr in businesses. Investments include Vivo Healthcare (Healthcare skill development company) Ocean Beverages (Flavored water brand), Cocoon Fertility (Fertility clinic chain), Delvin Pharma (Pharma company focused on orally disintegrating films) to name a few. Mr. Potnis has experience across Venture Capital and Investment banking and has closed transactions totaling more than 500 Cr. Vikrant was the Executive Vice-President at Investment banks Intellivate Capital and Ourea Capital Advisors Earlier, he has worked with JP Morgan in the Asia Pacific Investment Banking team.



Mr. Potnis conducts fund raising workshops at The Bombay Stock Exchange, ICAI, IIT Mumbai and is a visiting faculty at various Business Schools. He has developed a famous program "Venture Capital De-Jargonized" which has been conducted over 100 times across 3 cities. He is also a part of Ah Ventures – a startup investment network and platform comprising angels and early-stage VCs in India and abroad. He has made 2 startup investments till date. Mr. Potnis holds a Bachelor's Degree in Engineering from Sardar Patel Institute of Technology, MBA from BSE Institute Ltd. and MDP from IIM Lucknow.



SCHEDULE

DAY 1

Angel Investing De-Jargonized

09:30 a.m. - Registration

10:00 a.m. - Inaugural session

10:45 a.m. - Coffee/Tea Break

11:00 a.m. - Session 1(basics of investing)

12:30 p.m. - Session – 2(valuation and deal structuring)

01:45 p.m. - Lunch Break

02:45 p.m. - Session-3(Understanding Term sheets, due diligence)

04:00 p.m. - Tea/Coffee Break

04:20 p.m. - Session 4(Pitch>Structure>Negotiate>Close)

DAY 2

Fund Raising for Startups

10:30 a.m. - Session 1(Business Plan, value proposition)

01:30 p.m. - Lunch

02:15 p.m. - Session 2(market opportunities, case studies)

03:30 p.m. - Tea/Coffee break

03:45 p.m. - Session 3(Content of business plan)

04:15 p.m. - Session 4(Creating financial model presentation)

05:00 p.m. - Group picture

DAY 3

Fund Raising for Startups

10:30 a.m. - Session 1(brief about the investment studies)

01:00 p.m. - Lunch

02:00 p.m. - Session 2(One-on-One pitching starts)

05:00 p.m. - Pitching ends



Angel Investing De-Jargoned



Day-1 saw a huge response with the participation of 110+ incubation managers, startups, investors and entrepreneurs. The event was inaugurated by chief guest, Shri Mihir Shah, Professor EC, L.D. College of Engineering and the Joint CEO at GKS, Gandhinagar, handling implementation of SSIP (Student Startup Innovation Policy) where he briefed about the SSIP policy and also appreciated PDPU IIC for its achievements.

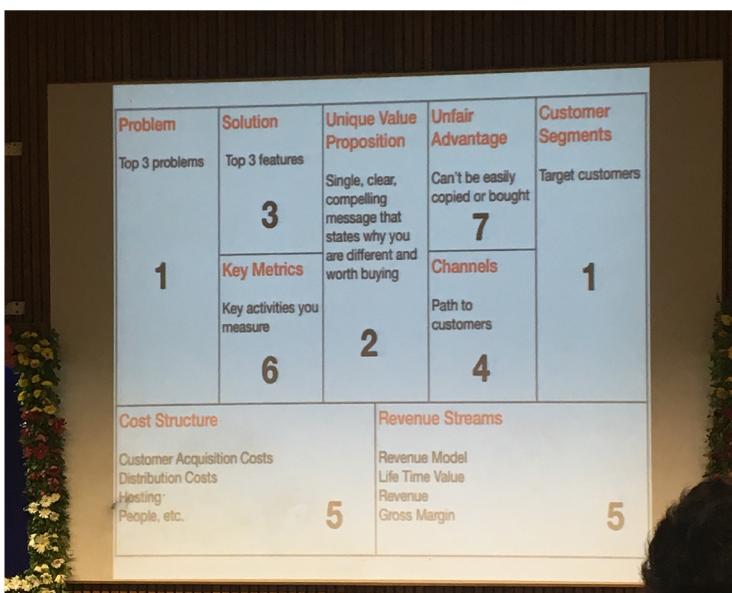


After the Inaugural, Mr. Vikrant Potnis briefly introduced himself and started the session focused towards investors with the discussion about the basics of investing in an early-stage business. Mr. Potnis discussed investing and valuation of the company with the help of a case study. Mr. Vikrant Potnis also explained the Term Sheets in detail and taught them how to negotiate a deal through a case study. He also discussed about the exit options for investors. The workshop headed towards an end with a Final Activity of pitching and its pitch structure.



IDAY-2

Fund Raising for Startups



Day-2 started with much enthusiasm and energy showcased by the PDPU IIC Incubatees wherein they gave a brief introduction of their company to Mr. Vikrant Potnis. After the introduction, Mr. Potnis explained the execution of the business plan followed by a video of TED Talk by Simon Sinek. He also discussed how to make a Value Proposition Canvas, Business Model Canvas and Lean Canvas. There were many case studies discussed during the session like EGK Foods.

Mr. Potnis briefed about the market opportunity by determining the size of the addressable market followed by a Case study on Take my shipment. In the end, the startups were given an executive summary of P&L statement, balance sheets and detailed summary of Cash flows and how to create a financial model presentation.

20+
PDPU
Startups



12+
Outside
Startups

110+
Participants



70+
Investors &
Nodal Institute
Dignitaries



Fund Raising for Startups



The last day of the workshop was dedicated to project pitching. During the workshop, Mr. Potnis focused on understanding the term sheets and made each startup build a sheet by going through a sample term sheet containing relevant information. Mr. Vikrant also discussed the shareholders' agreements with all the startups. The day ended with a pitching session wherein all the startups tried to pitch their business ideas in front of the industry experts.

“ The best time to raise funds is when you don't need it ”



Feedback



Mr. Aditya Shukla
Founder - Recycler

“ The workshop helped us to understand Fund raising from a start-up perspective. We learned a lot of new things including valuation, how to pitch and financial modelling as well as the term sheet. It was a great help to us. ”

“ Venture Capital De-jargonized by Mr. Vikrant Potnis was worth attending event for me. It really helped us to understand the smallest details when it comes to VC funding. It was amazing to have Mr. Vikrant on board, as deep knowledge of funds to be explained by a professional only. Kudos to team IIC for that. ”



Mr. Yash Mehta
Founder - Prebuy.in



Mr. Ankit Kumar
Founder - Pin-o-pin

“ The workshop is one of the best workshop arranged by PDPU IIC, as the workshop helped us to crack the code of investors thought process. Mr. Potnis explained the best kept secret of unlocking investments. ”



Mr. Shani Pandya
Founder - PowerTree

“ It was a very knowledgeable and informative workshop. Mr. Vikrant shared many valuable ideas on investing methods. The business model additions he proposed proved to be very useful to us for further development. It was a complete knowledge packed workshop and we hope to attend more such events. ”

THANK YOU

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