

42. Workshop on Fundamentals of Business, VC Investment & Intellectual Property

Title: Workshop on Fundamentals of Business, VC Investment & Intellectual Property

Date: 5th & 6th December 2019

Banner/Brochure:



Workshop on
Fundamentals of
Business, VC
Investment &
Intellectual
Property

Old Senate Hall
9am to 6pm
5th & 6th December 2019

Photos:



Details of the Event/Report:

Having done the previous workshop on lean startup and product design and having gone through the cycle of working right from scratch with defining problem statement to selecting MVP to thinking of revenue model, the participants were now introduced to fundamentals of business, Venture Investments and Intellectual Property. The resource person, Mr. Anand Kadakol, having immense experience in the industry with 20plus years, slowly transitioned the participants to start looking into problems they have worked on and encouraging them to carve a potential business out of it. He started with fundamentals of business – where in he emphasized on points like who are the founders in the start-up, who is infusing how much money. Is it mere money one brings along or is it technical capabilities and how do you weigh the shares for both the scenarios. What will be the share holding partner between the

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co – founders, getting the MoA ready, registering a company as proprietor or private ltd, designing the company logo, branding company stationary, letter heads, name cards, getting a rubber stamp for the company, registering for PAN Card, opening a Bank Account, Appointing a Company Secretary or a Chartered Accountant, who would advice on financials matters for the company. Applying for required certifications to run the show, ISO, product specific and the like depending on the nature of product. How many man hours spent on product build-up.

The resource person now asked the teams to discuss amongst themselves on who should work as what in the start-up viz who would be the CEO, COO, CFO, and the like. Are they in themselves capable to handle the position? Should they look outside for appointing the prominent positions. The resource person also asked for possible conflicts arising amongst the team and discussed on the same and resolved it one by one.

He then discussed with the team on different models by which a startup can be valued for the Venture Capital Investments. He discussed Berkus Model, Venture Capital Method, Risk factor Summation Method and encouraged the participants to work on valuation of their own startup, so that they now have know how an investor would look at the whole thing.

The participants having worked on numbers for the startup, to grow the business, attempted to value their business using these Venture Capital Models. During the same period their was enough emphasis laid on how to protect what is being built so that other cannot replicate it. Filing for an Intellectual Property rights is every much essential for the existence a business.

With all this experiential learning activity, the participants were now asked to prepare pitch of their business idea. Tata pitch template was used for the same. With this day 1 ended.

On day 2, participants asked doubts for drafting the pitch, clarified the same with the resource person and presented the same. Here, the resource person was acting like a VC and critically evaluating every point. It was essential that each team had to work on venture investment model and have a slide on valuation and ask to VC. There were healthy debates on the same and the resource person informed what went right and what could be improved further on each of the deck.

With this the workshop came to an end. Students now were thinking entrepreneurial and had a inclination to build their own startup. The objectives set were achieved.

Number of Participants: 8

List of Students Attended:

NAMITA RAYANGODAR
ANANNYA HANJI
JUSTIN AUGUSTINE
PINHEIRO
MEGHA KOUJAGERI
KAJAJI IAIN
MANJUNATH H M
ATHEETH A NAIK
SWATHI BASAVARAJ D

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More about Resource Person:

Anand has over 26 years of experience in various industries spanning across many geographies across the world. For the last 16 years he has been involved in innovations in financial services sector where he established Fintech presence in global payments space in two leading banks, one in Malaysia at a Financial conglomerate called CIMB Group as Managing Director, of Global retail payments. He developed a highly successful product called Speedsend which was a leading payments service originating in many countries in South East Asia and South Asia.

Second one was with RakBank in UAE to establish a Fintech unit within the bank where he created and developed a very successful payment product branded as Rakmoneytransfer. While at RakBank he was one of the earliest innovators to use Blockchain technology in global payments business. Span of operations for Anand during this 16 years tenure was South Asia, South East Asia and Middle East.

He also managed global payments business for a leading Fortune 500 company called Western Union in India, Nepal, Sri Lanka, Maldives, Singapore, Indonesia, Malaysia.

Apart from Payments Fintech experience Anand has diverse industry exposure. He worked in office equipments, garments, telecom, FMCG and B2B online business where in he was involved in creating products, building brands, marketing and leading teams. Anand had good understanding of these industries as well.

After 26 years of rich experience in corporate world Anand decided to plunge into something very radical to pursue a passion which he had throughout his life, Organic farming. He shifted his base to Dharwad, Karnataka from Dubai and indulged in developing an Organic Farm growing Organic Alphonso Mangoes and other products. These mangoes are now being sold directly to customer without any intervention from middlemen across India and exported to UAE. His passion is to extend this zero budget farming across many communities, develop intense afforestation in depleted forest areas, implement water retention and conservation projects. He wants to share and help other farmers in the region to adopt these which have been successfully implemented in his farm.

Anand's passion is not only in creating and building innovation but also developing, grooming and mentoring his team into great teams which delivered very successful products and remained to be highly engaged and empowered teams across companies. He wants to pursue development and mentoring of professionals and entrepreneurs and help them succeed in their respective ventures.

Currently Anand is based in Dharwad pursuing multiple passions apart from farming. His services are being used by financial institutions in payments fintech space, he has also authored a book titled iKrishna, published by Notion press. It's a story based on Krishna's life as a human being told in first person account, self narrative style.

EDUCATION

1993 KARNATAKA UNIVERSITY- Kousali Institute of Management Studies, Dharwad, India
Master of Business Administration.