



Workshop on Startup & Entrepreneurship Development



INTRODUCTION

The Birla Institute of Technology & Science, BITS Pilani is an all-India Institute for higher education. Over the years BITS has proven & proudly owns a legacy dating from 1970's when most of the nation was unfamiliar with terms "Entrepreneurship & Startups". A strongest entrepreneur family tree consisting of largest alumni network available of serial entrepreneurs, investors, VC's & mentors, corporate professionals. The institute has highly experienced and trained faculty members and mentors in the area of entrepreneurship along with eco-system to promote start-up culture.

The **Center for Innovation, Incubation & Entrepreneurship [CIIE]** is the creative hub at BITS Pilani that nurtures the entrepreneurial endeavors amongst students, faculty members and researchers and budding entrepreneurs alike with whole hearted support from the BITS Pilani and its Alumni. The CIIE has some of the most successful entrepreneurs in the country on board helping students make their dreams come true into reality. The Center is committed to assisting innovators & first stage entrepreneurs in every stage of the lifecycle of an enterprise- right from inspiration, ideation and initiation, to incubation, technology transfer, commercialization, investments and internationalization for both mainstream innovations as well as ventures around rural & social innovation and sustainability.

Rationale

One important element of this entrepreneurial ecosystem is the encouragement of faculty/student research driven entrepreneurship. BITS Pilani is a proven leader in identifying and nurturing emerging technologies and accelerating their migration from the work desk/laboratory to the marketplace. Since the next wave of economic growth globally will be led by innovation and entrepreneurship, this would a key economic driver for our nation. Thus, it is the need of hour to develop trainers/mentors with adequate skills, knowledge and information in the area of entrepreneurship for developing a vibrant entrepreneurial ecosystem nationwide.

Objectives

The workshop is designed to train professionals associated or interested in entrepreneurship development so that they can act as "Resource Persons" in guiding and motivating young students particularly from science, engineering and technology, polytechnics, management streams & entrepreneurship development organizations. The workshop would provide inputs on process and practice of entrepreneurship development, communication and inter-personal skills, opportunity identification, business models, achievement motivation training, inputs on resource and knowledge industries.

Specific objective of Workshop on StartUp & Entrepreneurship Development aims at equipping mentors/trainers with skills and knowledge that are essential for inculcating entrepreneurial leadership in students and guiding and monitoring their progress towards entrepreneurial career.

WHO SHOULD ATTEND THE WORKSHOP

The workshop aims at welcoming all the trainers, mentors, faculty's, students associated or interested in entrepreneurship courses, incubation centers, Student E- cells, Startups.

PEDAGOGY

The training methodology includes case studies, Q&A session, group discussion, games and simulation exercise, TBI-BITS Pilani visit and classroom lectures.

CONTENTS

- Building an Eco-system for Start-ups
- Opportunity Identification
- Entrepreneurship fundamentals
- Business Models
- Understanding Customers/Market Segment
- Startup: Ideation, Building & Growth Strategies

FACULTY TEAM

The faculty team consists of experts from
BITS Pilani
Government Institutes/Agencies
Entrepreneurs



THE WORKSHOP IS OPEN FOR ENROLLMENT / REGISTRATION

WORKSHOP DETAILS

1. **Workshop Dates:**27-28 FEB, 2020
2. **No. of Days:** 2 Days 9:30 am to 5:30 pm
3. **Course Material:** The BITS Pilani will provide the reading material

Last Date for Registration: 2nd Feb,2020

REGISTRATIONS

1. **Registration fees:** Rs. 4000/- (Including GST) to be submitted by making the payment via online payment (NEFT Transfer) or through Net Banking as per the details mentioned below:

Beneficiary Name - Birla Institute of Technology & Science, Pilani

IFSC CODE No. - UTIB0001188

Account - SAVING ACCOUNT

Bank Account No. - 918010089946355

Bank - AXIS BANK LTD

Branch : - PILANI

City - PILANI

MICR No. - 333211177

**** Please mention CIIE Workshop while making payments**

2. **Travel:** No TA/DA will be paid for attending the workshop.

3. **Registrations:** Please follow the given link to register your participation to the workshop

<https://forms.gle/xQ1bDNuKPP7QcvDe7>

Accommodation

Shared Accommodation to the participants will be provided at the V-Fast (BITS Pilani-Pilani Campus) which will include food, without any additional charges.

(subject to prior confirmation and availability)

Contact for enquires & further details:

Vijay Kumar Runthala: +91 9680602238/ vijay.runthala@pilani.bits-pilani.ac.in

Assistant Manager, CIIE BITS Pilani

How to reach us: <https://www.bits-pilani.ac.in/Pilani/visitPilaniCampus>

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