



Essentials of Entrepreneurship

Workshop 1
Oct 7, 2012



Agenda

- Countdown to Nov 4th
- Competition Criteria
- Team questions/issues
- Feedback from TiECON
- Case –Study – Navini (Sai



Navini Networks:

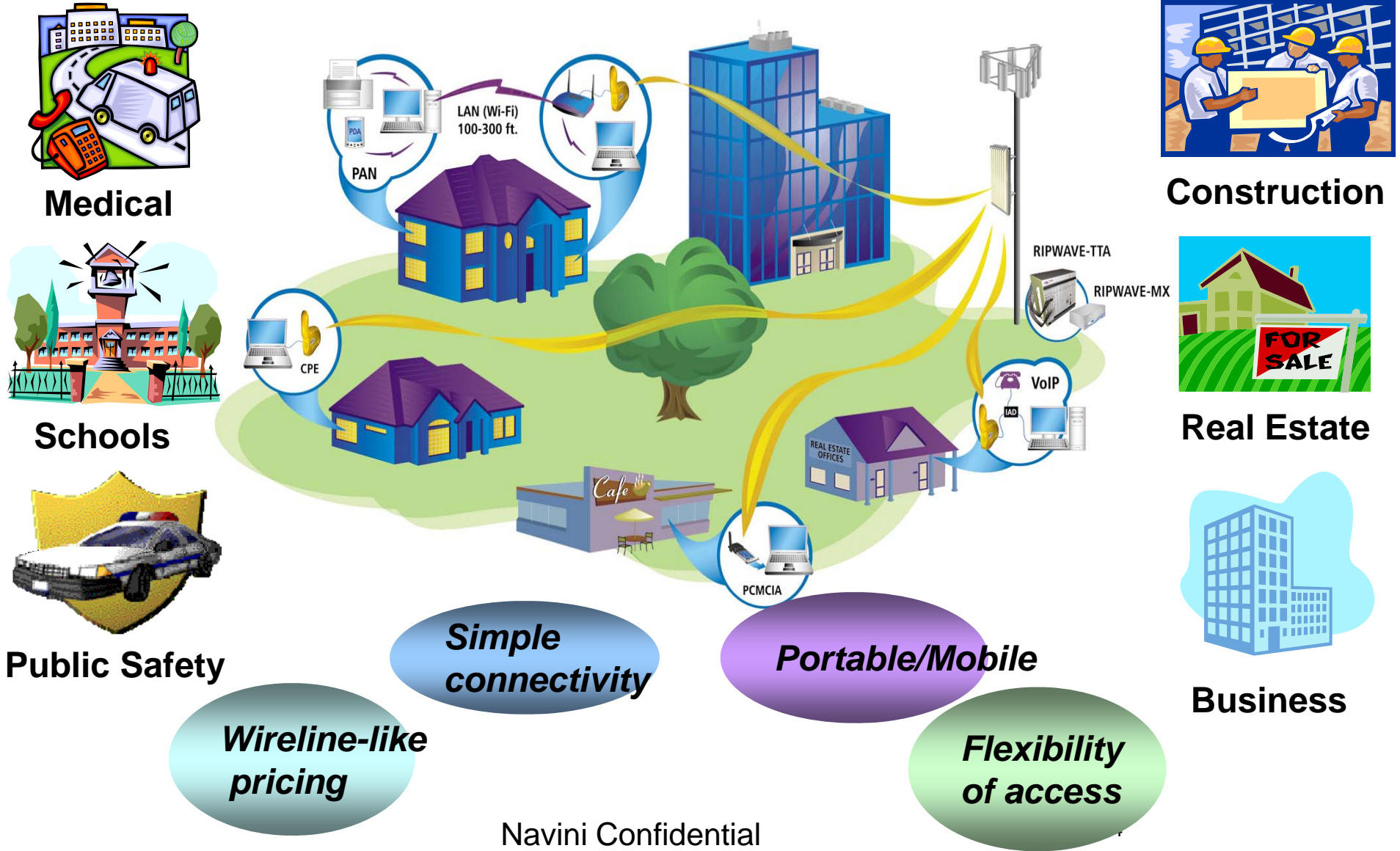
***How we survived 9/11, the
telecom meltdown, the second
depression and still lived to tell
the tale***

***Sai Subramanian
VP Product Management
and Marketing
Navini Networks 2000-2008***





Mobile WiMAX: Making Broadband Personal



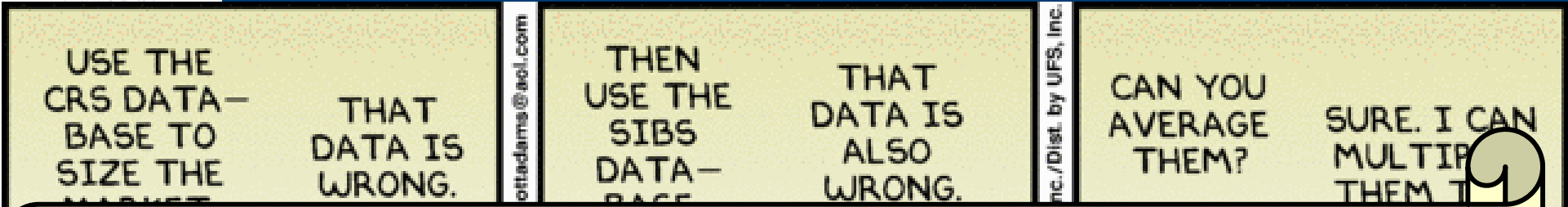


Agenda

- The Market & Competition
- Business Plan
- Vision vs Strategy vs Tactics
- Team: Either everybody wins or no-one does
- Money: A start up should not be run like your home



Market and the Competition



Make sure there is a market
Make sure there is competition
Make sure you can do something better





Business Plan

CAN YOU GIVE ME SOME COMMENTS ON MY BUSINESS PLAN?

scottadams@aol.com

YOUR PLAN IS A HODGE-PODGE OF UNWARRANTED OPTIMISM ENCASED IN AN IMPENETRABLE FORTRESS OF BUZZ

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WOULD YOU LIKE TO READ IT?

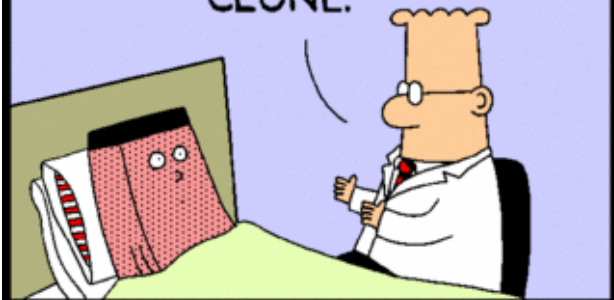
THERE'S THAT UNWARRANTED OPTIMISM

Spend quality time making a plan.

Prepare for the unexpected

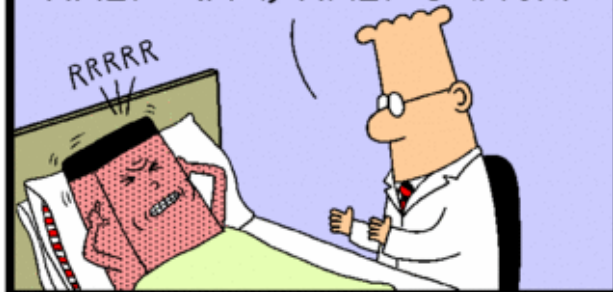
Your business plan is not just for your investors but for you

AN WAS TO REINCAR-
ATE INTO HIS OWN
CLONE.



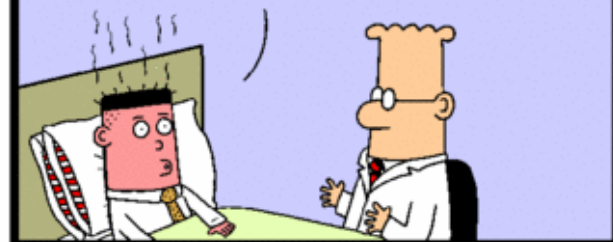
www.dilbert.com

YOU ARE DOOMED TO
WALK THE EARTH AS
HALF MAN, HALF SNACK.



12-10-07 © 2007 Scott Adams, Inc./

ADVANCED STATE
SHIFTING AT THE
INDIAN INSTITUTE
OF TECHNOLOGY.





Vision vs Strategy vs Tactics

OUR STRATEGY IS TO INCREASE MARKET SHARE.

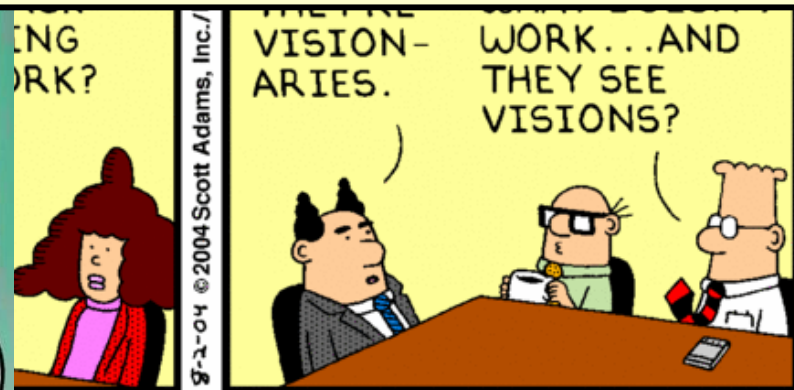
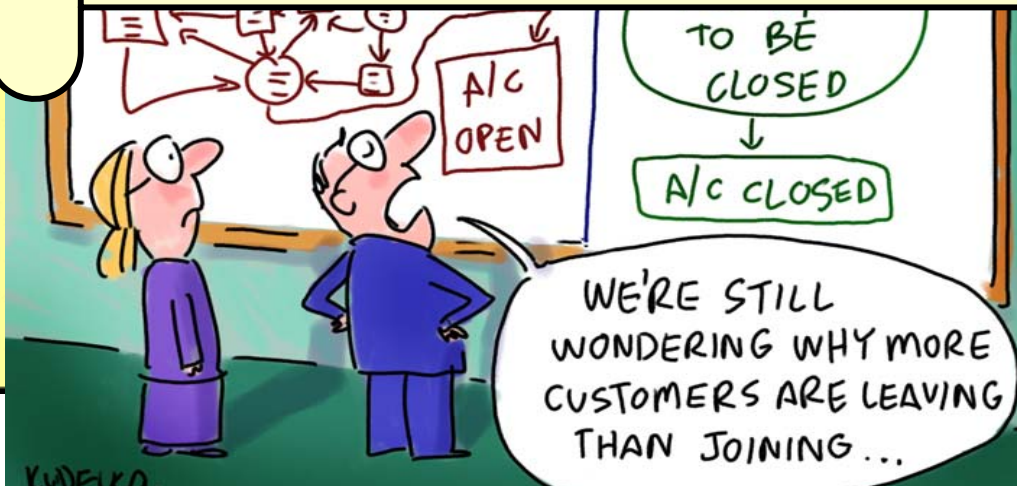
toonist@gmail.com

I'M CONFUSED. I SPENT ALL LAST YEAR TRYING TO **DECREASE** OUR MARKET SHARE. WAS THAT EFFORT

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DON'T WORRY. WALLY TOLD ME HE HAS A GOOD SENSE OF HUMOR.

Change Tactics constantly (if necessary)
Change Strategy even if it involves massive amounts of re-work
Stick to your Vision



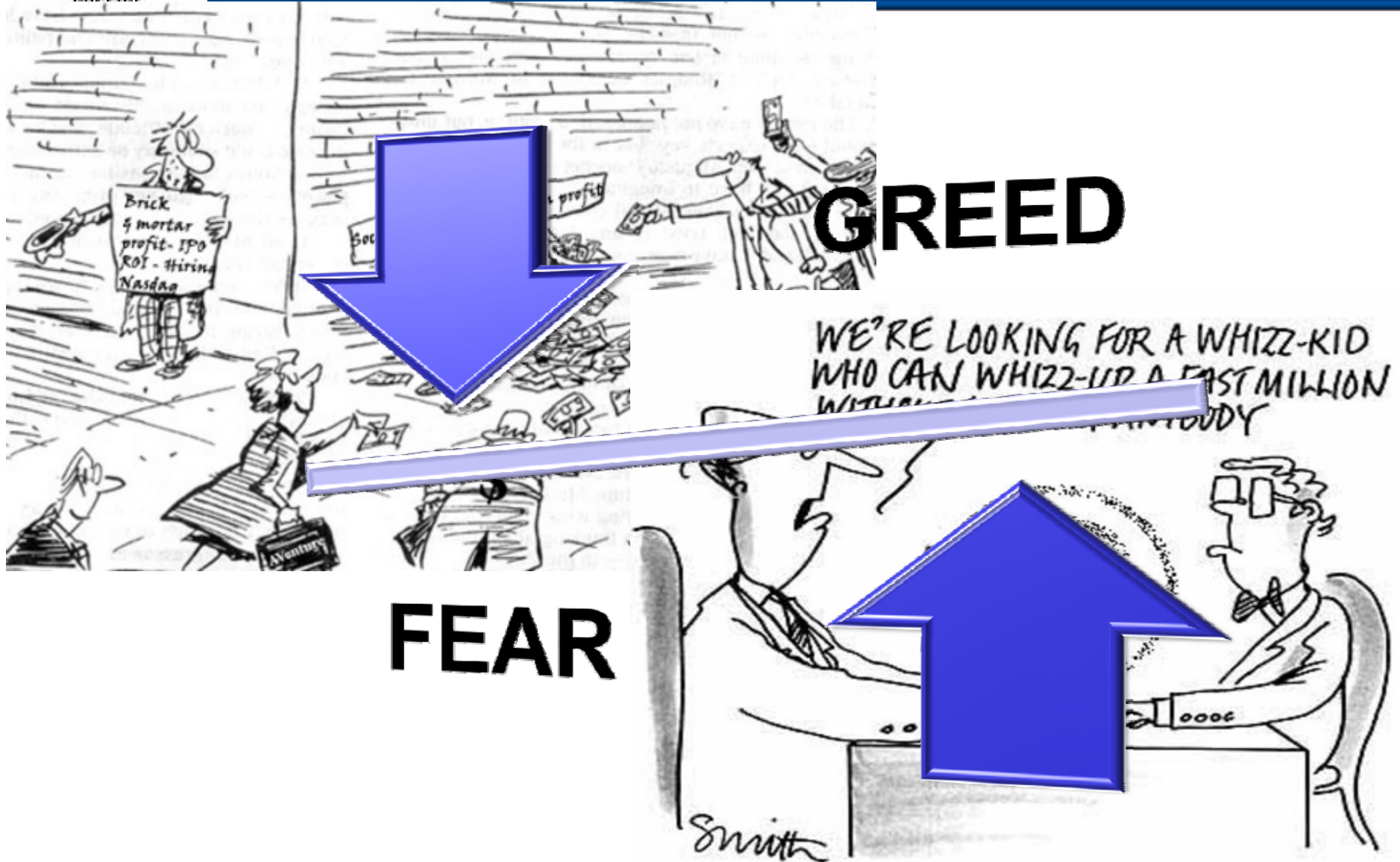
The Team



Replace, Augment, Change team members as soon as needed. There is no room for on the job training in a start up

"I'm not leaving you. I'm pivoting to another man."

What motivates VCs?



How much money do we need?

2000

- \$1!
 - \$3!
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search ID: aton1018

2004

- Se
- \$4!

2007

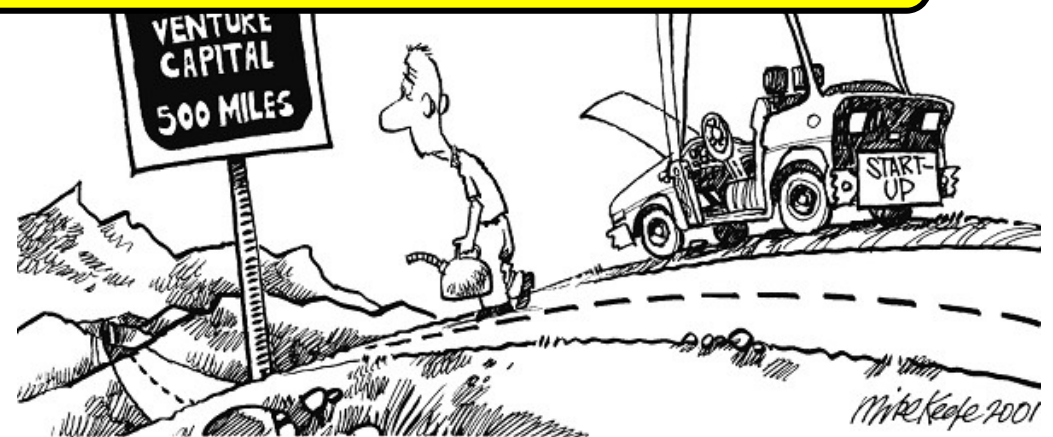
- \$1!
 - So
 - \$7!
- "So that's my presentation:
Could I have 100 million for the startup?"**

Raise as much money as possible when there is excitement
You will need more than you think you do

When is the best time to raise money?



When you have money!





QUESTIONS

?



Workshop Logistics



Teams Redefined

Teams	Team1	Team2	Team3	Team4	Team5
Coach	Pawan	Adam	Shameer	Lance/Dilip/ Sangita	Sudy/Jay
Members	Parakh	Sanath	Kamesh	Alex	<i>Kunal</i>
	Simar	Sreyas	Sohum	Peter	<i>Simran</i>
	Aakash	Akhil	Shivangi	<i>KatieK</i>	<i>Bridget</i>
	Kavi	Ricky	KatieD		
	Naina	Armand	Autusa		



Milestones

- Problem Identification – Oct 7
- Solution Framing – Oct 14
- Operating Plan – Oct 21
- Prototype Development / Summary Development – Oct 28
- Presentation - Nov 4



Criteria

- Soundness of the Idea
- Soundness of the Execution Plan
- Prototype / Research
- Teaming/communication
- Presentation