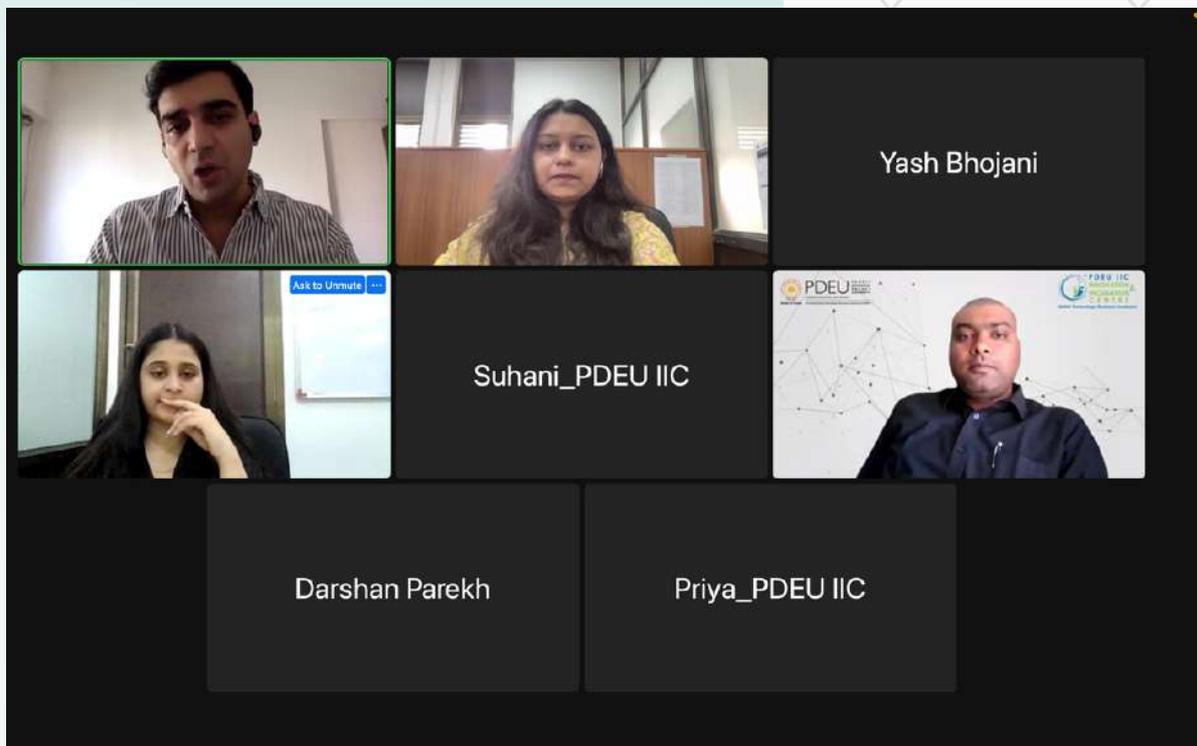


# INCUBATION MANAGERS & CEO TRAINING



 **FEBRUARY 21, 2023**

 **PARTICIPANTS: 10+ ATTENDEES**

# ABOUT PDEU IIC

PDEU Innovation and Incubation Center (formerly known as PDEU IIC) is an incubator at PDEU established in 2014. The Centre was formally established in 2017 u/s 8 of Companies Act, 2013, with a vision to provide state of the art support and service to innovators, technocrats and entrepreneurs who aim to create a social and economic pact in the society through innovative solutions to existing problems. The centre acts complementary to the academic and research activities of the University.

PDEU IIC has Incubated 160+ startups across several domains. The PDEU IIC Office has a specially designated area of 20,000 sq. of for the startups to work on.

# ABOUT FUNDENABLE



FundEnable is a team of investment bankers & entrepreneurs. Through their work, they have had ample opportunity to interact with countless entrepreneurs building startups across sectors. Raising capital was often cited to be a major challenge by 9 out of 10 entrepreneurs. They soon realized that entrepreneurs did not necessarily understand the technicalities of raising capital & often became victims to the wrong advice of inexperienced mentors.

FundEnable was founded in 2019 with the aim of providing qualified, tangible & affordable fundraising support to entrepreneurs. Drawing from their practical experience of raising funds, they developed an extensive suite of learning content, tools, templates, & other resources.

Today, FundEnable assists 1,500+ entrepreneurs and partners with leading DST & AIC funded incubators to strengthen their fundraising initiatives for incubated startups. FundEnable has received funding from BRTSIF (a foundation set up by BSE Institute Ltd. & BIL Ryerson Futures Pvt. Ltd. ) to expand its offerings for entrepreneurs.

# PURPOSE OF THE SESSION:

The training session in association with FundEnable, aimed at disseminating and updating the incubator managers and employees about what traits to look for in a startup applying for funding and incubation, as well as categorising businesses based on the criteria critical to success. He also addressed the skill set necessary for incubation managers, basis for selection of startups, as well as methods for locating a suitable investor for raising funds.

## SPEAKER PROFILE

Mr. Vikrant Potnis, the Managing Director of Fortemagna Advisors Private Limited – a company focused on corporate finance advisory, venture capital training and Incubation & Innovation management. He is also the founder at FundEnable and of Indian Academy of Venture Capital (IAVC) which is an initiative to plug in the gaps in understanding the capital raising process for startups and angel investors. He takes keen interest in Financial modeling, Equities, Corporate Finance etc.subjects.



**Mr. Vikrant Potnis**

## ABOUT THE SESSION

The training session was conducted by Mr. Vikrant Potnis - a mentor at PDEU IIC and industry expert. He conducted the first segment of the workshop which included discussion on crucial points to consider while selecting which components to consider for startup funding.



The first module defined how the incubator managers can identify the right startups for investment. Mr. Vikrant presented the concept of a 'funding matrix' and explained three factors- Team, Scalability of a Business Model and Value Proposition which are also key elements of a startup's future and its selection for incubation.

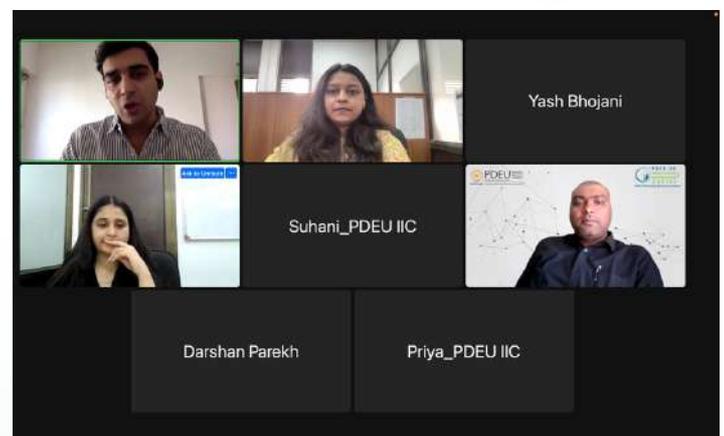


The session then proceeded as Mr. Vikrant discussed the paradigm shift over the past few years and emphasised on contemporary demands, new skills from the incubator managers. He elucidated the procedure from bringing in investment for the startups through various platforms to providing the startups the technology, mentoring, event exposure and tracking their performance that contributes to a successful startup experience.

The training workshop ended with an interactive Q/A session on topics covering methods to track performance of investee companies, valuation of startups and alike.

## CONCLUSION:

Throughout the training session, the IIC team actively discussed and talked over various subjects regarding startup selection criterias, funding methods, finding the right investor and keeping a track of the activities of the startup and the investor. Mr. Vikrant Potnis also explained using suitable cases in point.



During the training session, the need for a new and an unconventional approach and perception of the incubator managers with this ever-evolving industry was reiterated.