



# 3-DAY BOOTCAMP ON PITCHDECK BUILDING & FINANCIAL MODELLING



**March 27-29,  
2023**



**14 +Startups  
Participated**

# ABOUT PDEU IIC:



PDEU Innovation and Incubation Centre (PDEU IIC), formerly known as PDEU Innovation and Incubation Centre (PDEU IIC), is an incubator at PDEU established in 2014. The Centre was formally established in 2017 u/s 8 of the 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 impact in the society through innovative solutions to existing problems. The center acts complementary to the academic and research activities of the University.

To date, PDEU IIC has incubated about 160+ startup across 8+ domains.

# ABOUT FUNDENABLE:



FundEnable was founded in 2019 with the aim of providing qualified, tangible & affordable fundraising support to entrepreneurs. FundEnable is a team of investment bankers & entrepreneurs. By means of their operation, they have interacted with countless entrepreneurs who have built startups across various sectors. Drawing from their practical experience of raising funds, they have developed an extensive suite of learning content, tools, templates, & other resources.

FundEnable has, till date assisted 1,500+ entrepreneurs and are partners with leading DST & AIC funded incubators to strengthen their fundraising initiatives for incubated startups.

# ABOUT ZONE STARTUPS INDIA:



Zone Startups India (ZSI) is a part of BRTSIF, a not-for-profit foundation set up as a joint venture between BSE Institute Ltd., Mumbai, Toronto Metropolitan University, Toronto and Simon Fraser University, Vancouver. Their mission is to promote startups and support the Government of India's vision for entrepreneurship development and a culture of innovation. ZSI has been providing that support ecosystem since 2013. It has supported more than 600 startups in the last 9 years.

# PARTICIPANT STARTUPS:

SR. NO.	STARTUP
1	Meiro Mobility Pvt. Ltd.
2	Bogie Sauf Pvt. Ltd.
3	Techwe Innovation Pvt. Ltd.
4	Smartech Automations LLP
5	Cleaneoapp Technologies India Pvt. Ltd.
6	Mechual Technologies Pvt. Ltd.
7	Manentia Advisory Pvt. Ltd.
8	Saltech Design Labs Pvt. Ltd.
9	Pharsights Business Solutions Pvt. Ltd.
10	Gamerstag Pvt. Ltd.
11	Techinnovate Mobility Pvt. Ltd.
12	MCS Cargar Pvt. Ltd.
13	Cibos Techno Solutions Pvt. Ltd. (LAARI)
14	Imagine Powertree Pvt. Ltd.

# TRAINER PROFILE:

Trainers from all over India were on hand to evaluate startup pitches, advise participants on their business challenges, and provide guidance on how to enhance the business and financial models of their startups.

## ANALYSIS



### MR. DINESH ISRANI

Dinesh Israni is a qualified engineer, an educator, a technologist, and an entrepreneur. He has been an effective mentor and consultant to several technology entrepreneurs in transforming their technological innovations into successful businesses. He has been a member of the learning and development sector for over three decades, has educated over 50000 students in different electronics-based courses, and is the director of Trainers Avenue.



### MR. DEEPAK SHAH

Deepak Shah is currently working in Zone Startups, facilitating investments into early-stage startups and acquiring fundings from venture Capital funds. He is enthusiastic about assisting Indian families in establishing a solid basis for financial freedom, and has provided thorough financial planning that is laser-focused on risk management and goal-based investments. He is also the author of "First Steps to Financial Security."



### MR. MANAN BHATT

Manan Bhatt is a startup enthusiast and innovation stimulant with over five years of experience in the startup ecosystem. He is a startup mentor and a programme manager at Stealth Mode. Previously, during his undergraduate years, he worked with an early-stage technology focused firm, which gave him an introduction to the startup environment, and sparked his interest in entrepreneurship.

## MR. SAMEER SHAIKH



Sameer Shaikh is an academic manager at the K.M. Munshi Institute of Advanced Studies at Bharatiya Vidya Bhavan in Mumbai. He worked as a professor at Pillai HOC College of Engineering, Vishwaniketan's Institute of Management, Entrepreneurship and Engineering Technology, and served as mentor at Vishwaniketan Incubation Center.

Sameer Shaikh acquired Business Modeling training from Prof. Peter Lindgren at Aarhus University, and he also has entrepreneurial ambitions, having founded his venture "The Teaching Machine" which trains school pupils on the fundamentals of robotics.

## MS. SHUBHADA PATIL



Shubhada Patil is the founder and MD of Quantace Research, as well as an incubator manager. Her startup Quantace Research was also featured in the Economic Times- 'Quant-Do Spirit! Why quant funds are becoming popular in India'.

She is working to develop the Next Generation Robo-Advisor for Indians, Incubation Manager, PhD Law Scholar, automating TDR in Real Estate, and having previously published two research articles, she has a particular interest in econometrics.

# PURPOSE OF THE WORKSHOP:

In the current scenario, investors are looking for companies that have the potential for scalability and are updated with future trends while addressing day-to-day issues. PDEU IIC and FundEnable collaborated on a 3-Day Bootcamp that featured a series of one-on-one mentorship sessions by industry professionals and trainers for about 14+ incubated firms. The goal of the program was to assist entrepreneurs with investor-ready pitch decks and financial models.

A 3-day hands-on workshop called Pitch Deck Building and Financial Modelling Workshop 2023 was designed to help entrepreneurs update and improve their current pitch decks and financial models.



# ABOUT THE WORKSHOP:

## Day 1:

The hands-on workshop witnessed the participation of about 14 startups from various domains. The startups were allotted time slots for their one-on-one presentation in front of the mentors. During the presentation, the entrepreneurs got a chance to convey concise information about their business plan and startup vision. The mentors did a follow-up Q/A session with the startup founders to understand their ideas better. They also advised certain changes in the pitch deck given during the presentation that could be incorporated for a well-rounded, informative and professional pitch for the investor.



## Day 2:

On day 2, the entrepreneurs pitched their business ideas in front of the mentors with all the revisions and corrections the mentors pointed out in the previous session. Along with reviewing the updated business model, the financial model was also evaluated on day 2. The mentors guided the founders on possible questions which can be asked by the angel investors or venture capitalists during their future pitches. The mentors guided the startups on various subjects such as ways to attract fresh investment and creating a smooth exit point for the investors.





## Day 3:

The third and the final day included final touch ups to a few startups which needed advice and corrections to their pitch. In the evening, startups like Gamers Tag, Techinnovate mobility, Online LR and Bougie Sauf presented their final pitch in front of all the other startup founders, PDEU IIC employees, interns, mentors and experts. There was a Q/A session after every pitch. The founders precisely answered all the questions asked by the mentors as well as employees and interns at PDEU IIC. It was an interactive session for both the mentors and the budding entrepreneurs.



# TESTIMONIALS:

**1. Mr. Vaibhav Raj Pandey**  
**Founder: CleaneoApp Technologies**



The FundEnable boot camp held at PDEU IIC was an incredible experience for our startup, Cleaneo. The guidance and support provided by the team of experts, including Mr. Dinesh Israni, Dr. Deepak Shah, was invaluable in helping us refine our business model, financial plan, and pitch deck. The one-on-one mentoring sessions were particularly helpful in identifying areas for improvement and developing strategies to address them. Overall, the bootcamp was well-structured and executed, and we are grateful for the opportunity to participate. We are confident that the insights and skills we gained from the event will help us achieve our goals and become FundEnabled.

**2. Mr. Raj Anupam**  
**Co-Founder: MCS Cargar Pvt. Ltd.**



The Pitch-deck building and Financial Modelling workshop was a great event as it helped me a lot to curate the financial and business model to make Cargar investment ready. The workshop brought us professional help in designing great pitch decks that communicate well. The resulting pitch deck became something that instilled self-confidence in the team while creating a deep understanding of our business. The exercise of reviewing and refining of financial model was also a positive reinforcement for our team.

**3. Mr. Sarang Deshpande**  
**Founder: Meiro Mobility Pvt. Ltd.**



The FundEnable workshop provided our startup with refined revenue model and GTM strategies. The mentors' domain-specific approach provided actionable insights and measurable outcomes. We learnt storytelling, marketing, and assessing user sentiment. These methods, resources, and tools will provide entrepreneurs confidence and a clear understanding of their business. Mentors helped businesses create event-ready presentation decks and financial models. Overall, Meiro is looking forward to such hands-on experiences in the future as well.

# CONCLUSION:

This 3-day hands-on workshop conducted by PDEU IIC in association with the FundEnable team was up to the mark that it aimed for in providing valuable mentorship to startups. The event was focused on guiding startups to refine their present models into a polished pitch deck model and putting up an updated financial model for the startup by the end of the third day's session. The three-day workshop was packed with one-on-one sessions, pitch deck presentation, and networking opportunities. The event provided a venue for startups to interact with seasoned experts and professionals, who shared their knowledge, experience, and advice with the startups. Through this initiative, startups were also given the opportunity to rethink and improve their presentation decks and financial models. Overall, the bootcamp was successful in achieving its goal.



# 3-DAY BOOTCAMP ON PITCHDECK BUILDING & FINANCIAL MODELLING REPORT



**Date:** March 27-29, 2023

**No. of Startups participated:** 14