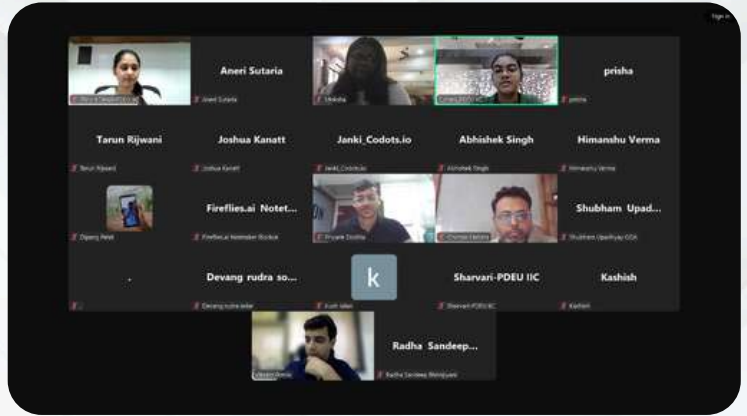
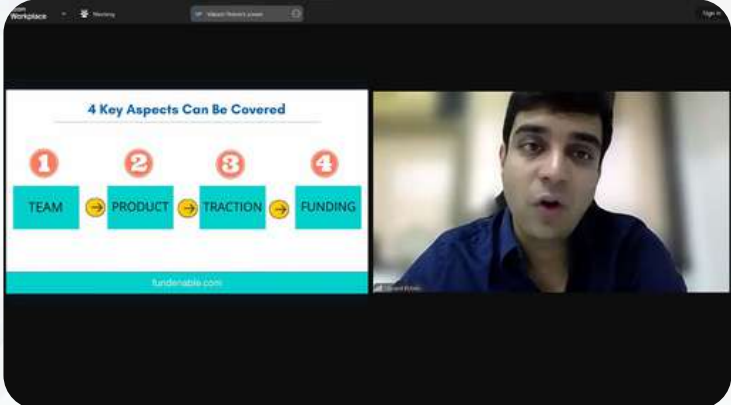


PERFECTING YOUR PROTOTYPING PITCH

BY MR. VIKRANT POTNIS



Stages	What happens in this stage?	Who invests?	Ticket size
Stage 1	Idea – Entrepreneur tries to find out a solution for a large problem.	Founders	Capital required to reach Stage 2
Stage 2	This solution is converted into a product / service.	<ul style="list-style-type: none"> Founders Friends and Family Incubators 	~ INR 1 Cr
Stage 3	Product / service is tested for customer adoption. Right channel to reach the target customers is identified.	<ul style="list-style-type: none"> Angel Investors Micro VCs Incubators 	~ INR 1 Cr to INR 5 Cr
Stage 4	Product has received customer adoption, now is the time to scale the venture i.e take the product to large number of customers.	VC Funds	>US\$ 1 m (~INR 7.5 Cr) • Series A: US\$ 1-3 mn • Series B: US\$ 3-10 mn • Series C: >US\$10 mn
Stage 5	Core product has reached massive scale, growth to come through acquisitions.	<ul style="list-style-type: none"> Large VC funds Private Equity Players 	> US\$25 mn

fundenable.com



24th May, 2024



Zoom Meetings



11:00 a.m onwards



17+ Startups

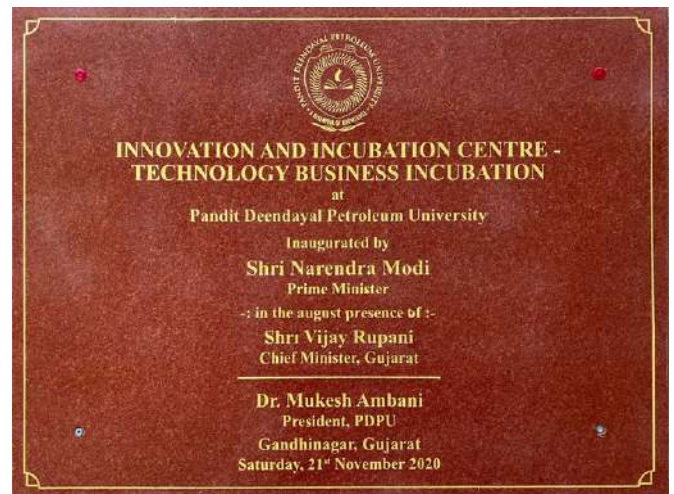
About PDEU

Pandit Deendayal Energy University (PDEU), formerly known as Pandit Deendayal Petroleum University (PDEU), was established by the PDEU Act, 2007; Acts of the Gujarat Legislature and Ordinances promulgated and Regulations made by the Governor, in the State of Gujarat, India. The primary thrust areas for the university are to ensure Energy for All, creating a Larger Social Impact and Prepare the Youth for tomorrow. PDEU has NAAC accreditation with "A++" Grade CGPA of 3.52 out of 4.00 & Graded Autonomy by UGC.

The University addresses the need for trained and specialized human resources for the energy industry worldwide. It intends to expand students' and professionals' opportunities to develop an intellectual knowledge base with leadership skills to compete globally. This objective is being addressed through several specialized and well-planned undergraduate and postgraduate energy education programs and intensive research initiatives, in management, engineering and humanities

About PDEU IIC

PDEU Innovation and Incubation Centre (formerly known as 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 pact in society through innovative solutions to existing problems. The centre acts complementary to the academic and research activities of the University.



PDEU IIC has also been approved to be a **“Technology Business Incubator”**, a recognition by the Department of Science and Technology, Government of India. It is recognized as a Nodal Institute by the Government of Gujarat. PDEU IIC has incubated 200+ start-ups across 10+ domains and generated more than 400 employment opportunities through start-ups. The IIC Office has a specially designated area of 20,000 sq. ft for the start-ups to work on.



2500+

APPLICATIONS RECEIVED



200+

STARTUPS INCUBATED



110+

IPR FILED



200+

EVENTS & PROGRAMS ORGANIZED



30,000+

STUDENTS SENSITIZED

ABOUT THE SPEAKER

Mr. Vikrant is the Founder of FundEnable – a platform that helps startup founders in raising a round of capital through capability building, access to investors and funding closure process. FundEnable has over 2,000 subscribers and has raised over 200 Cr of funding for tech ventures. Prior to FundEnable, Vikrant has investment banking and venture capital experience where he worked on fundraising transactions across sectors such as Consumer, Healthcare, Technology etc. He is also a visiting faculty for Venture Capital and Entrepreneurship at various business schools and incubators and is a speaker on CNBC's Startup Nation.

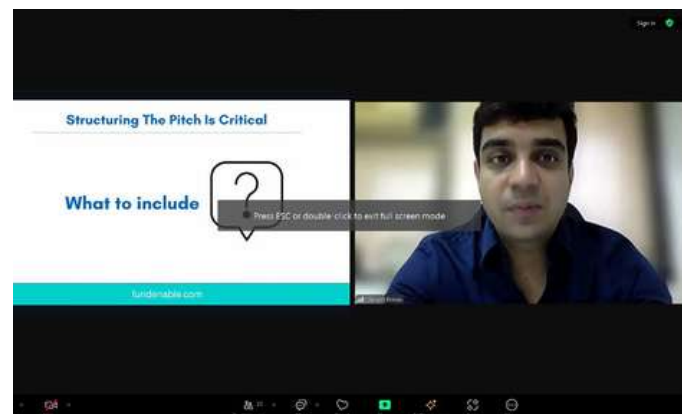


PURPOSE OF THE WEBINAR

One of the primary documents essential to any early-stage startup's fundraising process is a Pitch Deck. Investors are interested in market size, but they're also impressed by early signs of traction. A well-structured deck effectively conveys your business plan, highlighting key elements and ensuring investors grasp your vision efficiently. The goal of the PDEU IIC's webinar on "Perfecting your Prototyping Pitch" was to design and help startup founders leverage the power of prototypes to craft winning pitch decks that can secure investments.

ABOUT THE WEBINAR

With the aim to help startups create an engaging pitch deck, the seminar began with an introduction by Mr. Vikrant Potnis. At the start of the session, he advised startups on how to structure a pitch and what should and shouldn't be included. With his training experience, he cleared startups queries on what to include in Team, Product, Traction, and Funding. He gave some very insightful tips on how to make the most of AI and ensured that everyone grasped the material by providing thorough answers to all of the attendees' questions. Mr. Vikrant also covered the size of a ticket, who invests, what happens at each level, and other details. Startups gained insights into how to enhance the quality of their pitch deck and create a visually striking pitch.



OUTCOMES

The webinar by Mr. Vikrant Potnis assisted startups in developing a compelling pitch deck that can give a summary of their business strategy, including information on their product or service, target market, rivals, and projected financials. It helped startups in creating a well-designed deck with clear visuals and a smooth flow that can persuade investors of the startup's potential and motivate them to join and invest in their venture.

Stages	What happens in this stage?	Who invests?	Ticket size
Stage 1	Idea – Entrepreneur tries to find out a solution for a large problem.	Founders	Capital required to reach Stage 2
Stage 2	The solution is converted into a product / service.	<ul style="list-style-type: none"> Founders Friends and Family Incubators 	~INR 1 Cr
Stage 3	Product / service is tested for customer adoption. Right channel to reach the target customers is identified.	<ul style="list-style-type: none"> Angel Networks Micro VCs Incubators 	~INR 1 Cr to INR 5 Cr
Stage 4	Product has received customer adoption, now is the time to scale the venture i.e take the product to large number of customers.	VC Funds	<ul style="list-style-type: none"> >US\$ 1 mn (MINR 7.5 Cr) Series A: US\$ 1-3 mn Series B: US\$ 3-10 mn Series C: >US\$10 mn
Stage 5	Core product has reached massive scale. Growth to come through acquisitions.	<ul style="list-style-type: none"> Large VC funds Private Equity Players 	>US\$25 mn



PDEU Innovation & Incubation Centre (IIC)
 Pandit Deendayal Energy University (PDEU),
 Raisan, Gandhinagar – 382426, Gujarat, India.

-  +91-79-23275143
-  iic@pdeu.ac.in
-  www.iic.pdeu.ac.in

