



ENGINEERING MANAGEMENT TECHNICAL CAMPUS – JEMTEC

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)
Plot No. 48/4, Knowledge Park-III, Greater Noida, PIN-201308

Name of the Event: - Guest Lecture on “Accelerators/Incubation- Opportunities for Students & Faculties- Early Stage Entrepreneurs”

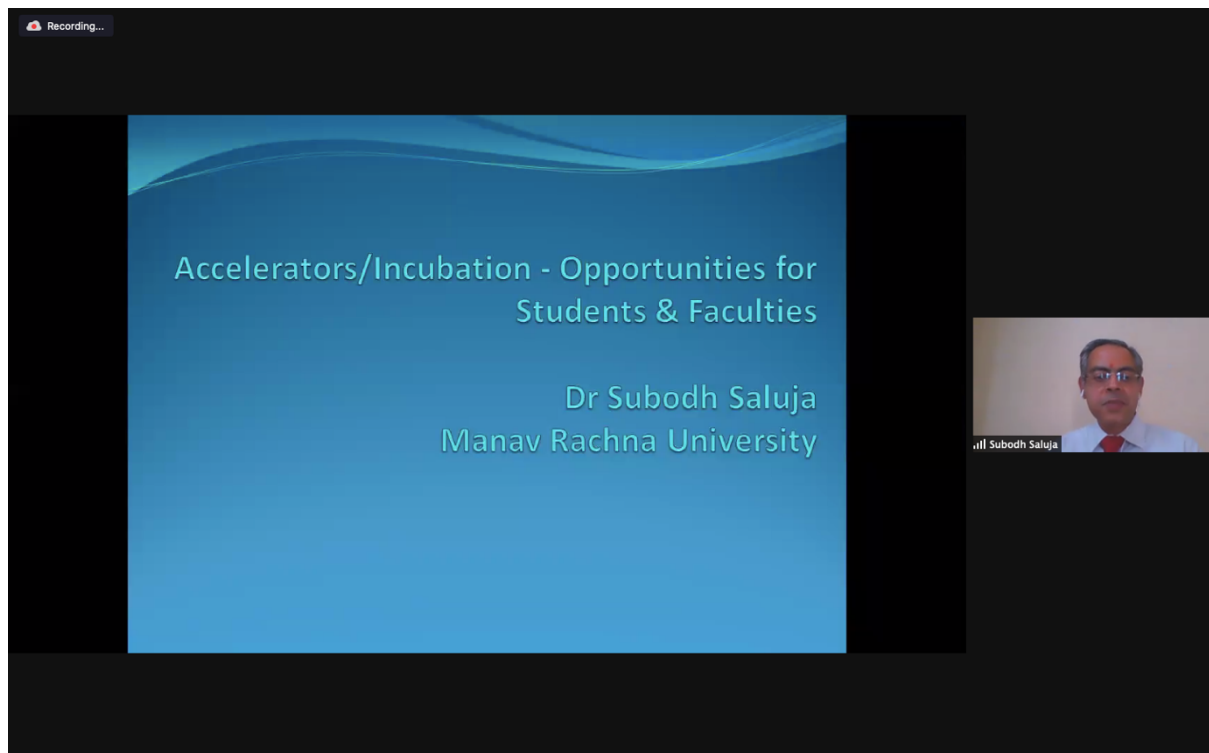
Resource Person: - Dr. Subodh Saluja, an Academic Leader, Trainer, Motivational Speaker, Professor and Innovation Ambassador, Associate Professor, Dept. of Management & Commerce, Manav Rachna University, Faridabad

Day & Date: - Tuesday, 20th April, 2021

Time: - 11.00 AM to 1.00 PM

Attended by: - All the BBA Students


Venue: Online, ZOOM App



Recording...

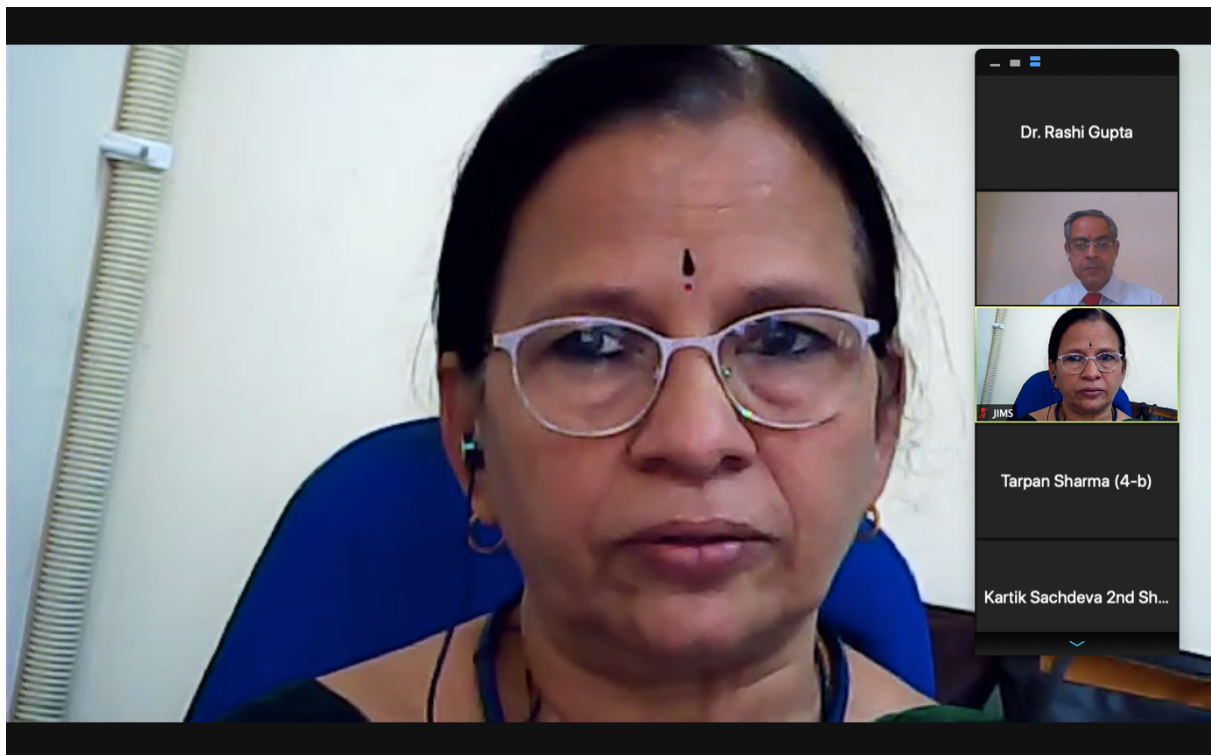
Agenda

- The Entrepreneur Journey
- Terminologies
- NISP Policy
- Funding Agencies
- Case Study – Byjus App
- Case Study – Ease my Office
- How to get the funding? Prepare the right pitch?
- Quiz and Questions



Dr. Subodh Saluja

The BBA Department of JIMS Engineering Management Technical Campus, Greater Noida organised a Guest Lecture on “Accelerators/Incubation- Opportunities for Students & Faculties- Early Stage Entrepreneurs” on Tuesday, 20th April, 2021. Dr. Subodh Saluja, an Academic Leader, Trainer, Motivational Speaker, Professor and Innovation Ambassador, Associate Professor, Dept. of Management & Commerce, Manav Rachna University, Faridabad was the resource person, his area of expertise is Entrepreneurship & Innovation. Dr. Chandra Shaardha, HoD, BBA welcomed the guest and thanked him for accepting the invitation and sparing time from his busy schedule.



Dr. Saluja began the guest lecture with a lot of enthusiasm and made them aware of the agenda of the guest lecture that is what all he would covering and helping the students. He began with the entrepreneurial process, in which he explained, the **Entrepreneur** is a change agent that acts as an industrialist and undertakes the risk associated with forming the business for commercial use. An entrepreneur has an unusual foresight to identify the potential

demand for the goods and services. Then he discussed all the steps one by one. He further explained various terminologies associated with entrepreneurship, innovation and creativity.

The screenshot shows a Zoom meeting interface. The main window displays a presentation slide titled "Entrepreneurial Process". The slide features a circular flow diagram with five blue circles connected by arrows in a clockwise direction. The circles are labeled: "Business Plan" (top), "Resourcing" (right), "Actualization" (bottom right), "Harvesting" (bottom left), and "Discovery" (left). The diagram indicates a continuous cycle between these stages. On the right side of the Zoom window, there is a vertical list of participants: "Subodh Saluja" (with a video thumbnail), "Dr. Rashi Gupta", "JIMS", "Mayank Babbar", and "Bipasha". The bottom toolbar includes icons for "Unmute", "Start Video", "Security", "Participants" (showing 101), "Chat", "Share Screen", "Pause/Stop Recording", "Raise Hand", "Breakout Rooms", and "More". A red "End" button is located at the bottom right.

The screenshot shows a Zoom meeting interface. The main window displays a presentation slide titled "Accelerators". The slide contains two bullet points: "Accelerators are organizations that offer a range of support services and funding opportunities for startups." and "They tend to work by enrolling startups in months-long programs that offer mentorship, office space and supply chain resources." On the right side of the Zoom window, there is a vertical list of participants: "Subodh Saluja" (with a video thumbnail), "Dr. Rashi Gupta", "JIMS", "Mayank Babbar", and "Bipasha". The bottom toolbar includes icons for "Unmute", "Start Video", "Security", "Participants" (showing 107), "Chat", "Share Screen", "Pause/Stop Recording", "Raise Hand", "Breakout Rooms", and "More". A red "End" button is located at the bottom right.

He further expressed that a startup accelerator is ultimately a social network, being a group of people linked together through social ties. However, accelerators are often seen primarily as business incubation programs, which happen also to be social networks. He said that they are

primarily social networks, which when structured correctly achieve business incubation outcomes. He even, talked about angel investors.

Recording... You are viewing Subodh Saluja's screen View Options

THE DIFFERENCE BETWEEN ANGEL INVESTORS VS VENTURE CAPITALISTS

ANGEL INVESTORS

- An Individual
- Under \$1 Million Investment
- Usually Has Other Full-time Job
- Usually Isn't Involved With Your Company
- May Not Ask For Board Seat
- Wants Bring Product to Market
- Invests in the Long-Term

VS

VENTURE CAPITALISTS

- A Company
- Over \$1 Million Investment
- Investment As Full-time Job
- Wants a Board Seat
- May Want Involvement with Company
- Wants To Scale Existing Offering
- Wants Large Return on Investment
- Help You Go Public

Source: foundr.com

Subodh Saluja

Dr. Rashi Gupta

Sambal Vatsa

Surya Prakash Mani Tr...

Sarfaraz Wahab

Unmute Start Video Security Participants 104 Chat Share Screen Pause/Stop Recording Raise Hand Breakout Rooms More End

Recording... 2 people entered the waiting room View X

Why Startups Need Incubators/Accelerators?

- 1 Networking Opportunities
- 2 Access to Resources
- 3 Exposure to Industry Experts & Mentors
- 4 Access to Funding
- 5 Accelerate the Growth
- 6 Provides ecosystem to support

Source: <https://startuptalky.com/incubators-accelerators-delhi/>

Dr. Rashi Gupta

Sambal Vatsa

Surya Prakash Mani Tr...


He also discussed and emphasized on the facts that why do startups need incubators or accelerators, they are responsible for building the network, access of resources & funding,

also provides access to and exposure to experts and industry, helpful in accelerating growth and provides an ecosystem to support the entrepreneurship.

zoom.us Meeting View Edit Window Help You are viewing Subodh Saluja's screen View Options 42% Tue 12:44 PM

You are viewing Subodh Saluja's screen

Where is my office ? The market need(Problem)



- Joint family
- Children
- Internet Connectivity
- Infrastructure
- /Seating arrangement
- A room for yourself?

Dr. Rashi Gupta

Sambal Vatsa

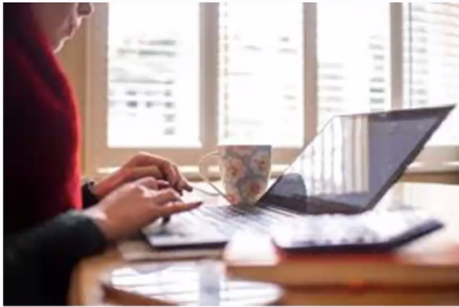
Rakhi 4B

Mayank Babbar

zoom.us Meeting View Edit Window Help You are viewing Subodh Saluja's screen View Options 42% Tue 12:44 PM

You are viewing Subodh Saluja's screen

This is what our customer want..



Dr. Rashi Gupta

Sambal Vatsa

Rakhi 4B

Mayank Babbar

Recording...

Elements in your presentation

- Less text
- Open hands approach
- Timeliness
- Vocal Variation
- Images/Video

Dr. Rashi Gupta

Sambal Vatsa

Udit Singhal 6a

Mayank Babbar

He brought about two case studies, which prove to be highly interactive for students and they tried to participate and understand the concept lying within. This activity was very helpful in making students understand the real situations persisting in the market.

Recording... You are viewing Subodh Saluja's screen View Options

Pause Recording

Zomato, the funding story so far

Funds raised in million Key Investors

Date	Funds raised in million	Key Investors
Dec 2020	\$660	Tiger Global, Kora, Temasek, Ant Group, Luxor, Fidelity (FMR), D1 Capital, Baillie Gifford, Mirae, and Steadview
Oct 2018	\$210	Ant Group
Feb 2018	\$150	Ant Group
Sep 2015	\$60	Temasek, Vy Capital
Apr 2015	\$50	Info Edge, Vy Capital and Sequoia Capital
Nov 2014	\$60	Info Edge, Vy Capital and Sequoia Capital
Nov 2013	\$37	Info Edge, Sequoia Capital

Subodh Saluja

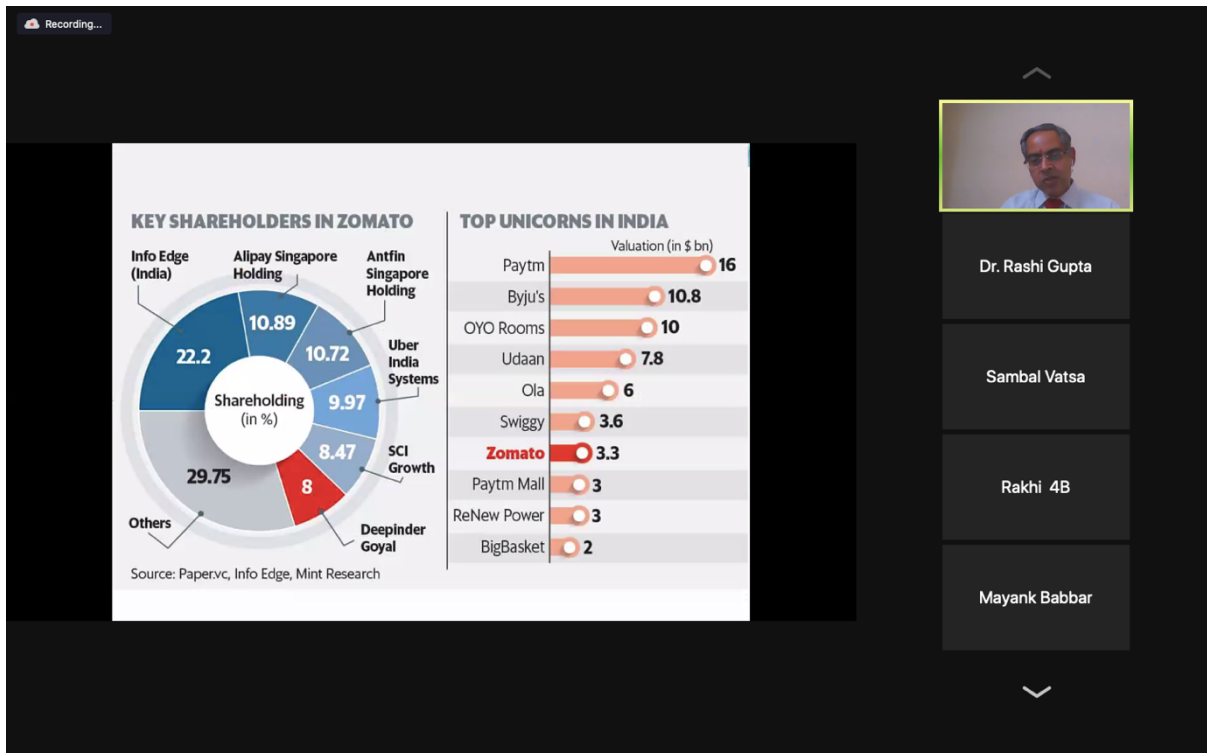
Dr. Rashi Gupta

Sambal Vatsa

Rakhi 4B

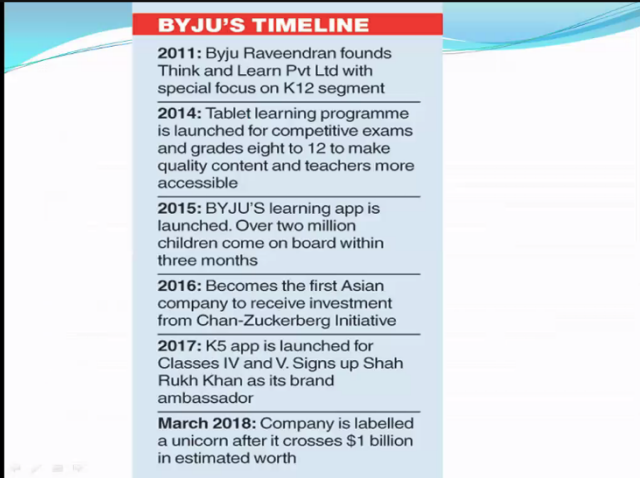
Udit Singhal 6a

Unmute Start Video Security Participants 98 Chat Share Screen Pause/Stop Recording Raise Hand Breakout Rooms More End



Ms. Ekta Saraswat, Assistant Professor, BBA gave vote of thanks and expressed gratitude towards the guest for giving his valuable time to the students. Dr. Rashi Gupta, Assistant Professor, BBA coordinated for the event to be a success. Dr. Saluja motivated students to conceive unique ideas for funding and helped them with the whole process and answered all their queries in this context. The lecture was highly, informative, practical, needed and interactive for all the students.

Recording...



BYJU'S TIMELINE

2011: Byju Raveendran founds Think and Learn Pvt Ltd with special focus on K12 segment


2014: Tablet learning programme is launched for competitive exams and grades eight to 12 to make quality content and teachers more accessible

2015: BYJU'S learning app is launched. Over two million children come on board within three months

2016: Becomes the first Asian company to receive investment from Chan-Zuckerberg Initiative

2017: K5 app is launched for Classes IV and V. Signs up Shah Rukh Khan as its brand ambassador

March 2018: Company is labelled a unicorn after it crosses \$1 billion in estimated worth





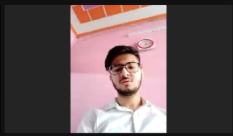
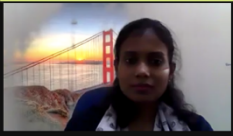
Dr. Rashi Gupta

Sambal Vatsa

Rakhi 4B

Mayank Babbar

Recording...

 <p>Subodh Saluja</p>			Ekta saraswat	JIMS
	Abhishek Takkar		sanya sharma	Aradhya Mangotra
Yash Bansal	Vinay Rathore	Vanshul Aggarwal	liza arora	Mohit Ahuja
Vaibhav Babbar4-A	Ishaan Pokhriyal 4B	Prince Chauhan	Manish bhati	Aditya 4A
Arpit Mahajan	Tushar Chauhan	Nischay 4b	BIPRESH DUBEY	Navya Pr

