TRAINING PROGRAM ON ENTREPRENEURSHIP

CREATING SUCCESSFUL STARTUPS

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DATE: 20TH AUGUST 2025

SESSION 1[9.30 AM TO 01.00 PM]

DAY 1 : SESSION 1
ENTREPRENEURIAL SKILL BUILDING

WHO IS AN ENTREPRENEUR ?

- ✓An entrepreneur is a creative and innovative individual, who sets up a business bearing most of the risks with the hope of making a profit from the enterprise.
- ✓He/She is creative, innovative, opportunist, risk-taker, self-starter, open-minded, and loves to identify and solve problems.

WHO IS AN ENTREPRENEUR ?

- ✓This process of starting and running a business is known as **entrepreneurship**.
- ✓Next question : can these skills be taught ? Or Learnt ?

CRITICAL ENTREPRENEURIAL SKILLS

CRITICAL SKILLS TO BE AN ENTREPRENEUR

- ✓ Creativity
- ✓ Risk Taking Ability
- ✓ Problem Solving Skills
- ✓ Flexible
- ✓ Adaptable
- ✓ Ability to hang on despite set backs
- ✓ Entrepreneurial Mindset
- ✓ Ability to identify opportunity
- ✓ Ability to survive in ambiguity
- ✓ Ability to re-bound after setback or failure

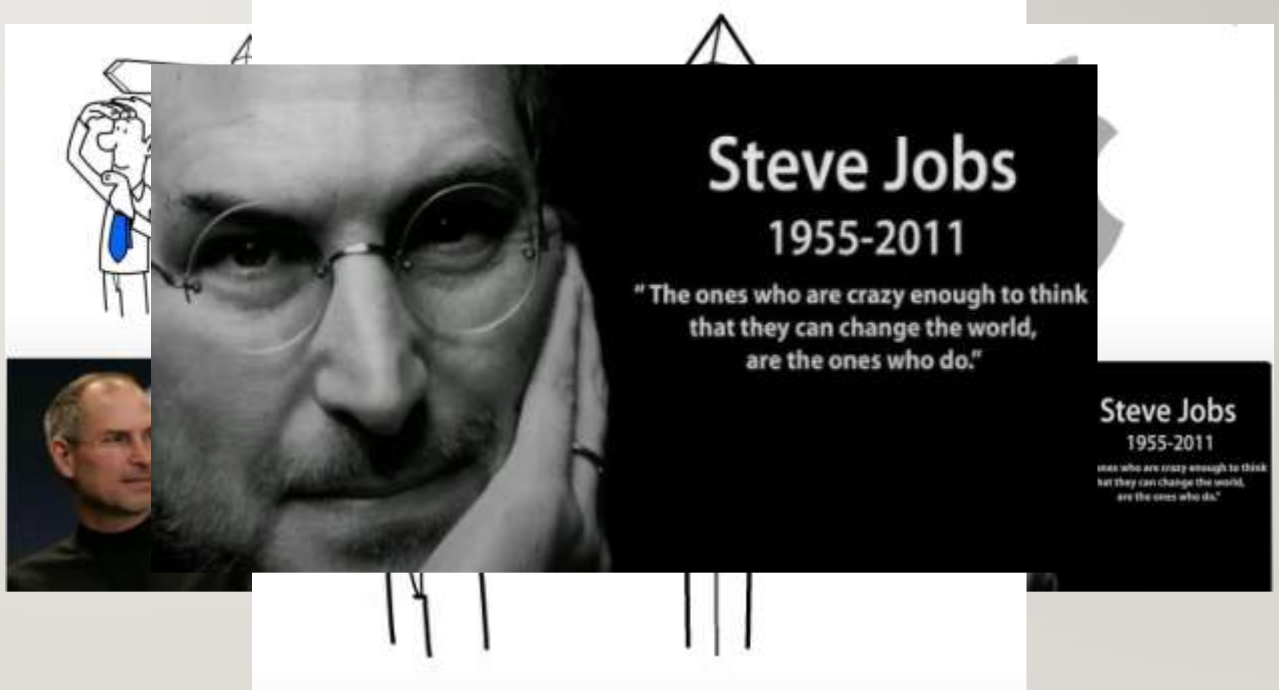
SKILLS & QUALITIES OF AN ENTREPRENEUR

KEY TRAITS OF AN ENTREPRENEUR

- ✓ **Innovation** is just not about creating something new, it is about doing things better, faster and more efficiently than before.
- ✓ **Elon Musk's Tesla** Made electric cars more **accessi**
- ✓ Made Space Research **Affordable** by introducing the concept of **re-usable launch systems through****

KEY CHARACTERISTIC OF AN ENTREPRENEUR

- ✓ **Vision;** having a clear & compelling vision is essential for entrepreneurs, as it guides their decisions, and inspires others to join them on their journey.
- ✓ **Steve Job's vision** was not to built a computer but to build products that revolutionise the way people interact with technology.
- ✓ These new products had a profound impact on multiple industries like telecommunications, computing and entertainment.



JEFF BEZOS ON HOW HE CONCEPTUALISED "AMAZON.COM"

- ✓Amazon became the perfect example of what it means to live in the future.
- ✓Always experimenting,
- ✓Always thinking long-term.
- ✓From one chart to a trillion-dollar company—
- ✓because Bezos paid attention and moved fast.
- ✓Courtesy : Media: Chuck Severance

amazon

Jeff Bezos 1997 Interview

KEY QUALITIES OF AN ENTREPRENEUR

- ✓ **Risk Taking** is a fundamental trait of entrepreneurs as starting and growing a business inherently involves stepping into the unknown.
- ✓ Jeff Bezos left a steady job in a investment banking to start Amazon.
- ✓ In 1994, he founded Amazon [Originally known as Cadabra Inc.] as on Online Book Store in a garage in Bellevue, Washington.
- ✓ By 1998, expanded it's product offering to become a comprehensive Online Retailer.

KEY QUALITIES OF AN ENTREPRENEUR

- ✓ **Resilience** is the ability to recover from set backs, adapt to change, and keep moving forward despite challenges.
- ✓ **Jack Ma** faced several failures like getting rejected for 30 job positions, multiple universities rejection.
- ✓ Despite these setbacks, he steadfastly pursued his entrepreneurial dreams & founded Alibaba in 1999 which grew to become a globally successful E-Com powerhouse.
- ✓ Online marketplace (E-Comm) was new and an unfamiliar market place in China.

"RESILIENCE" IS THE KEY FOR SUCCESS LET'S LISTEN TO JENSEN HUANG OF NVIDIA

[Nvidia CEO Jensen Huang: People with really high expectations have very low resilience]

RESILIENCE IS THE KEY FOR SUCCESS

- ✓Jensen Huang, CEO of NVIDIA, shared a striking insight at Stanford. He said that while top graduates carry high expectations, this often comes at the cost of low resilience. According to him, success isn't shaped by intelligence alone but by enduring setbacks.
- ✓Huang reflected on his own upbringing filled with both support and struggles, emphasizing that true greatness is forged in adversity.
- ✓Within NVIDIA, he even uses the phrase "pain and suffering" as a way to build character within teams, not just capability.

RESILIENCE IS THE KEY FOR SUCCESS

Nvidia CEO Jensen Huang: People with really high expectations have very low resilience

- ✓He left Stanford students with a powerful message:
- ✓if he could give them anything, it would be challenges.
- ✓Because in his view, the ability to rise through pain is what truly defines enduring success and strong leadership.

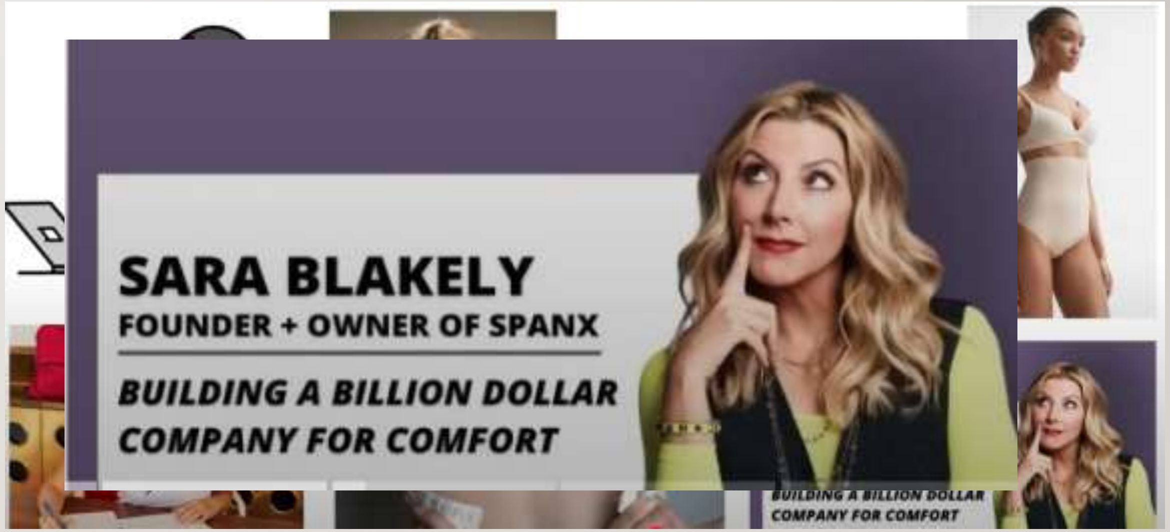
- ❖Video: Stanford Institute for Economic Policy Research (SIEPR)/YT
- ❖[Jensen Huang, NVIDIA, Entrepreneurship, Entrepreneur, Business, Startup]

KEY QUALITIES OF AN ENTREPRENEUR

- ✓ **Adaptability,** is the ability to adjust to new conditions, and pivot strategies in response to changing market dynamics and customer needs or unforeseen challenges.
- ✓ **Reid Hastings** the co-founder of Netflix demonstrated exceptional adaptability when transitioned the company from a DVD Rental Service to Online Streaming Platform recognising the shift in consumer behaviour towards ONLINE Streaming.
- ✓ Hastings made **a bold move** changing the business model even **at the risk of alienating it's existing customers**.

KEY QUALITIES OF AN ENTREPRENEUR

- ✓ **Passion** is a driving force for entrepreneurs, fuelling their persistence and commitment to their business goals.
- ✓ **Sara Blakely** the founder of SPANX is an example of how passion can drive entrepreneurial success.
- ✓ Sara was passionate about creating a product that would solve a common problem faced by women "uncomfortable under garments".
- ✓ Passion for her idea, led her to invest her life savings in developing SPANX a line of comfortable & innovative shape wear despite having no experience in fashion or business.



KEY CHARACTERISTIC OF AN ENTREPRENEUR

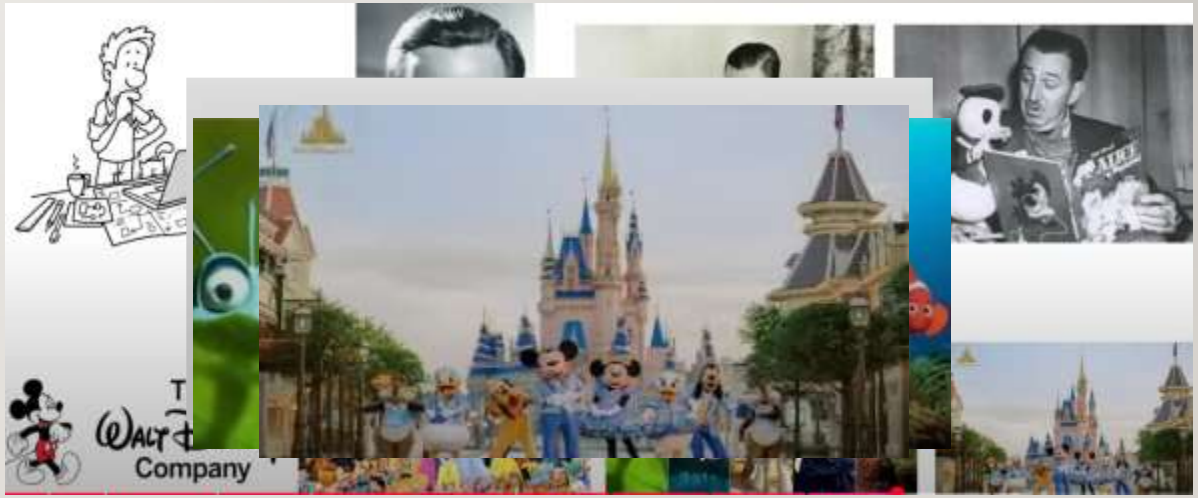
- **Leadership;** A strong leadership is essential for entrepreneurs, as they must inspire and guide their teams, manage resources effectively, and steer their companies through growth & challenges.
- **Indra Nooyi** the Ex-CEO of Pepsico demonstrated exceptional leadership during her tenure.
- She had led her company through significant strategic shifts including the shift to a heathier product line & a greater focus on sustainability.
- Nooyi's leadership helped Pepsico navigate these changes while maintaining strong financial performance.

KEY QUALITIES OF AN ENTREPRENEUR

- ✓ **Customer Focus ;** A strong focus on understanding & meeting customer needs is critical for entrepreneurial success.
- ✓ **Howard Schultz** [Ex-CEO] exemplifies a customer centric approach. Schultz transformed Starbucks from **a small coffee chain to a Global Brand** by focusing on Customer Experience.
- ✓ He envisioned Starbucks as a third place between home & work, where customers can socialize, relax & enjoy a high quality coffee.

KEY QUALITIES OF AN ENTREPRENEUR

- ✓ **Persistence,** is the unwavering determination to keep pushing forward, even in the face of obstacle and set backs.
- ✓ **Walt Disney** is a classic example of entrepreneurial persistence.
- ✓ Before creating the Disney Empire he faced multiple **failures & even went bankrupt.**
- ✓ Despite these set backs Disney continued to pursue his passion for creating an entertainment company that would bring joy to millions.
- ✓ His persistence paid off, when he founded Disney as most successful media & entertainment company in the world known for it's iconic characters and theme parks.



KEY QUALITIES OF AN ENTREPRENEUR

- ✓ **Networking** a vital skill for entrepreneurs as building strong relationship with customers, investors, partners, & other stake holders can open doors to new opportunities, resources and support.
- ✓ **Richard Branson** the founder of Virgin Group is known for his extensive networking & ability to leverage relationships across various industries.
- ✓ This skill has been instrumental in launching numerus businesses under Virgin Brand from Airlines to Music to Telecommunications.
- ✓ His ability to connect and build relationships has been the key factor for the success of Virgin Group.

WHY ENTREPRENEURSHIP IS CRITICAL FOR SOCIETY

WHY ENTREPRENEURSHIP IS CRITICAL FOR SOCIETY

- **Job Creation;** Entrepreneurs are primary source of job creation.
- By starting new businesses they generate new job opportunities for others that reduce unemployment rate and create economic stability.
- **Innovation in Product and Processes;** entrepreneurs are often in the fore front of innovation by introducing new product, services and technologies that can transform industries and improve the quality of life.
- This innovation leads to increase in productivity, efficient processes and the creation of new markets.

WHY ENTREPRENEURSHIP IS CRITICAL FOR SOCIETY

- ✓ **Economic Growth;** Entrepreneurship stimulates economic growth by increasing competition, improving productivity & driving demand.
- ✓ When entrepreneurs succeed & their businesses expand contributing to higher GDP & overall economic development.
- ✓ Their success also encourages further investment and encourages talent fostering a dynamic & competitive economy.

WHY ENTREPRENEURSHIP IS CRITICAL FOR SOCIETY

- ✓ **Competition and Efficiency:**
- ✓ Entrepreneurship fosters competition which drives businesses to improve their product, services and processes.
- ✓ This competition leads to greater efficiency, lower prices & better choices for consumers.
- ✓ In fact a competitive market environment promotes innovation and continuous improvements benefiting the economy as a whole.

ENTREPRENEURSHIP DEVELOPMENT PROCESS

- ✓ Identifying the Gap or need for a product or service
- ✓ Crystalising an Idea or Creation of a Product
- ✓ Market Research to understand the need/requirement
- ✓ Proto Typing
- ✓ Manufacturing
- ✓ Marketing & Distribution

IDENTIFYING THE GAP OR NEED

- ✓ Step 1& II
- ✓ **Identifying the Gap or Need**
- ✓ Crystalising an Idea or Development/Creation of the Product

UBER

OLA

- ✓ What is the Idea behind Uber/OLA (India)
- ✓ **An idea** to provide a platform to car owners/drivers to register so that Riders can book a ride ONLINE.
- ✓ **Eco-System Required**:
- ✓ Idea should be backed by a Strong Internet Connectivity & Digital Payment Structure.
- ✓ Physical Infrastructure : Good Roads
- ✓ Digital Infrastructure : Digital Payment & Availability of Navigation App
- ✓ Availability of easy/cheaper Finance: To buy Cars/Vans

JEFF BEZOS ON HOW HE CONCEPTUALISED "AMAZON.COM"

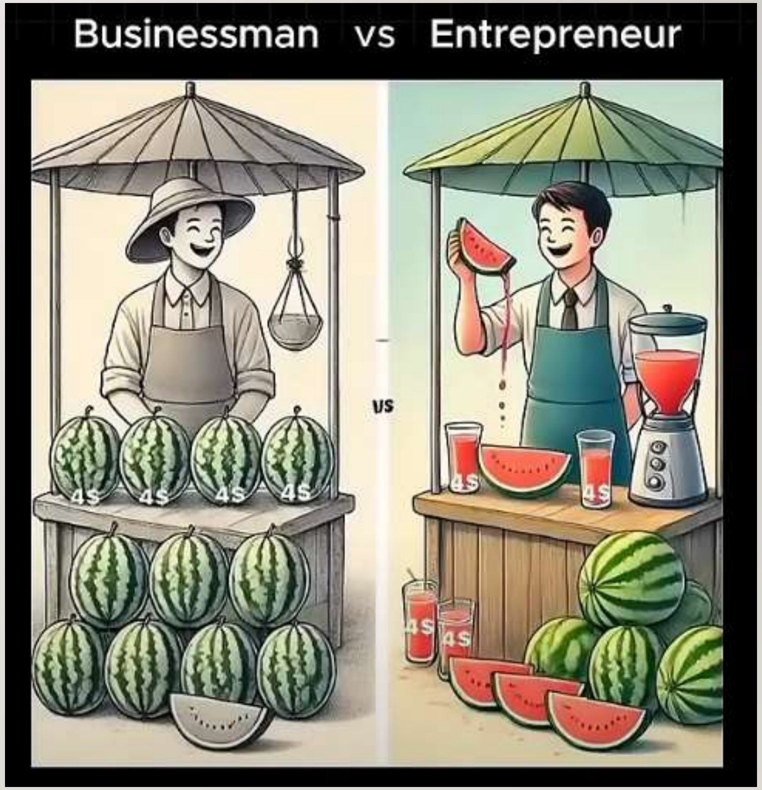
- ✓ Jeff Bezos once saw a single chart that changed everything:
- ✓ Internet usage was growing exponentially [@2300%]. That was all he needed.
- ✓ He left his job, packed up, and started Amazon out of a garage—selling books at first, then quickly expanding to toys, electronics, and eventually everything. The idea wasn't just to build a bookstore.
- ✓ It was to ride the wave of the internet before anyone else saw where it was going.

amazon

Jeff Bezos 1997 Interview

CRYSTALISING AN IDEA & CONCEPTUALISING A PRODUCT

- ✓ **Idea Generation:**
- ✓ This is the starting point, where entrepreneurs use creativity and market sensing to identify a new product or service with value.
- ✓ For example, recognizing the growing need for digital payments can spark the idea for a fintech app.



CRYSTALISING AN IDEA & CONCEPTUALISING A PRODUCT

- ✓ Step 2
- ✓ Product Creation or Crystalising an Idea

- ✓ What is the Idea behind Amazon/Zomato(India)
- ✓ **An idea** to provide a platform to sellers to display their product so that ONLINE Shoppers can compare & order
- ✓ **Eco-System Required** :
- ✓ Idea should be backed by a Strong Internet Connectivity & Digital Payment Structure.
- ✓ Supply Chain System backed by System (WMS) Driven Efficient & Large Warehouses
- ✓ Speedy Delivery through Carriers (by Road/Rai/Air/ Drone/ Digitally)
- ✓ e-Invoicing & easy available of Tax Credit Infrastructure

START UP TEAM BUILDING

BEN HOROWITZ ON “ IDEAL FOUNDING TEAM FOR START UP”

- ✓ Building a startup is like forming a band—you need the right mix of talent to make magic.
- ✓ Ben Horowitz explains that **the ideal founding team is of two people**:
- ✓ **an Inventor and an Entrepreneur**.
- ✓ **An Inventor;** is who crafts the product,
- ✓ **An Entrepreneur;** is who brings the product to world.
- ✓ Together, they create a rhythm that drives success.

BEN HOROWITZ ON “ IDEAL FOUNDING TEAM FOR START UP”

- ✓ **The Inventor** is the genius behind the idea.
- ✓ They’re solving the hard problems, designing the breakthrough, and making the vision tangible.
- ✓ **The Entrepreneur**, on the other hand, is the strategist—the one pitching, planning, and turning the idea into a business.
- ✓ But here’s the catch: it’s not just about staying in your lane.
- ✓ The inventor needs to understand the business side, and the entrepreneur must grasp the product’s core. This overlap is where trust grows and the magic happens.

BEN HOROWITZ ON “ IDEAL FOUNDING TEAM FOR START UP”

- ✓ **The Start-Up Team “Apple”:** Steve Wozniak and Steve Jobs
- ✓ **Steve Wozniak** built revolutionary computers,
- ✓ but it was **Steve Jobs** who turned them into something people craved.
- ✓ **The Start-Up Team “Google”:** Larry Page and Sergey Brin
- ✓ **Larry’s** algorithm was brilliant,
- ✓ but **Sergey** made sure the world knew about it.

BEN HOROWITZ ON “ IDEAL FOUNDING TEAM FOR START UP”

- ✓So, when you’re starting out, don’t just look for skills.
- ✓Look for someone whose strengths complement yours, someone who shares your vision and is ready to do the hard work with you.
- ✓Because when the right team comes together, it’s not just a startup—it’s the start of something big.
- ✓**Courtesy** : Media: University of California Television (UCTV)

FEASIBILITY STUDY AND ANALYSIS

- ✓**Feasibility Study & Analysis:**
- ✓Here, the entrepreneur evaluates whether the idea is practical by researching the market, financial viability, competition, and technical requirements.
- ✓For instance, before launching a mobile application, market research and competitor analysis are performed.

BILL GATES ON
TALKS ABOUT "MICROSOFT'S EARLY DAYS.."

- ✓On March 26, 1984, in Media TODAY's interview,
- ✓a 28-year-old **Bill Gates** discusses with Jane Pauley about Microsoft's early days.
- ✓Courtesy: Media: TODAY

Rare 1984 Interview: Young Bill Gates Talks Microsoft & Money – Shocking Answers!

ENTREPRENEURIAL SKILLS BUILDING

- ✓**Business Plan Preparation:**
- ✓A detailed business plan is developed, including vision, objectives, product details, marketing, financial projections, and operational strategies.
- ✓This document acts as a roadmap and helps secure investor funding.

RESOURCE MOBILISATION

- ✓**Resource Mobilization:**
- ✓The entrepreneur arranges for the necessary resources—financial, human, technological—for the business.
- ✓For example, raising capital, hiring skilled employees, and acquiring essential technology or licenses.

LAUNCH & GROWTH MANAGEMENT

- ✓**Launch & Growth Management:**
- ✓After planning and resource allocation, the venture is launched in the market.
- ✓Continuous monitoring, review of progress, and adapting strategies are crucial for scaling and sustaining the business.

ECO-FRIENDLY PACKAGING: A BUSINESS IDEA

ECO-FRIENDLY PACKAGING: A BUSINESS IDEA

IDEA & CONCEPT

- ✓ Suppose an entrepreneur wants to start an eco-friendly packaging business;
- ✓ What is an Eco Friendly Packaging ?
- ✓ What is the Usage
- ✓ Who are the Target User/ Customers?

POTENTIAL USAGE

ECO-FRIENDLY PACKAGING: A BUSINESS IDEA

BUSINESS PLAN

- ✓ To find out whether there is a need
- ✓ If yes, how much demand ?
- ✓ Then draw a business plan with feasibility study
- ✓ Financial Need
- ✓ Marketing Strategy
- ✓ Manufacturing
- ✓ Distribution & Sale

POTENTIAL USAGE

ENTREPRENEURIAL SKILLS BUILDING

- ✓ **Entrepreneurship development** refers to the process of enhancing the knowledge, skills, and confidence of individuals to start and grow successful businesses.
- ✓ **Skill Building**: Focuses on developing essential skills and knowledge for entrepreneurship.
- ✓ **Economic Impact**: Plays a crucial role in boosting economic growth, creating jobs, and addressing societal challenges.
- ✓ **Training Programs**: Involves various classroom coaching and training initiatives to strengthen the entrepreneurial ecosystem.
- ✓ Overall, entrepreneurship development is vital for fostering innovation and driving transformative change in both developed and developing economies.

REID HOFFMAN & ELON MUSK ON START UP MINDSET: "JUMPING OFF THE CLIFF"

- ✓ Entrepreneurs like **Reid Hoffman and Elon Musk** believe in going all-in on their startups, even if it means sacrificing personal time.
  - ✓ They (both) argue that extra hours can accelerate success, turning years of work into a much shorter journey.
- ✓ **Paul Graham** shares a similar view—startups offer a rare opportunity to build wealth quickly through relentless effort.
  - ✓ Sacrifices are part of the process, but the excitement of creating something meaningful with a great team makes it worthwhile.
- ✓ #reidhoffman #linkedin #entrepreneurship #entrepreneur #founder

Entrepreneurs like the Reid Hoffman, Elon Musk believe in giving their all to their startups

REID HOFFMAN & ELON MUSK ON START UP MINDSET:"JUMPING OFF THE CLIFF"

- ✓Sacrifices are part of the journey, but the excitement of creating something meaningful with a great team makes it worth it.
- ✓The "Jumping Off the Cliff" metaphor (which Reid uses often) captures this** mindset.
- ✓It means **taking a big risk, making a bold move without knowing exactly how things will unfold.
- ✓It's about trusting the process, even when the outcome is uncertain.
- ✓Courtesy : Media:Y Combinator (2014)

Entrepreneurs like the Reid Hoffman, Elon Musk believe in giving their all to their startups

YOU TUBE CO-FOUNDER: STEVE CHEN'S INITIAL YEARS.

- ✓ **YouTube** started as a dating site. Even after pivoting, at first no one noticed.
- ✓ **You Tube** Co-founder Steve Chen was depressed by the low engagement in its early days.
- ✓ The Co-founders Steve Chen, Chad Hurley, and Jawed Karim, "depressed" that YouTube had only 40 videos and wasn't catching on.

Youtube Co-founder Steve Chen was depressed by the low engagement in its early days

WHY ENTREPRENEURSHIP IS CRITICAL FOR SOCIETY

- ✓ **Conclusion:**
- ✓ Entrepreneurship is about much more than just starting a business.
- ✓ It is about innovation, taking risks, and creating value that drives economic growth & societal change.

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CREATING SUCCESSFUL STARTUPS

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DATE: 20TH AUGUST 2025

SESSION II [11.30 AM TO 01.00 PM]

HOW TO BECOME A SUCCESSFUL ENTREPRENEUR

- ✓ **Step 1: Understand Yourself**
- ✓ One of the **first steps for becoming an entrepreneur** is a basic introspection, finding out yourself. Take small quiz and find out answer for yourself.

1. Whether you are a team player or work best when you are alone ?
2. What your traits are, whether you are creative, analytical, etc?
3. What your business ethics are, how you like to function?
4. What your strengths and weaknesses are?
5. What is your aptitude? What are you passionate about?

HOW TO BECOME A SUCCESSFUL ENTREPRENEUR

- ✓**Step 2: Find out Your Purpose**
- ✓The next thing is to ask yourself, **why you want to be an entrepreneur.**
- ✓Is money the driving force or
- ✓is it your passion in a particular field that motivates you?

HOW TO BECOME A SUCCESSFUL ENTREPRENEUR

- ✓**Step 3: Choosing a Business Model**
- ✓When you know who you are and what you want, it becomes easier to choose a business model that is the right fit for you.
- ✓It is beneficial to find a business that is aligned with your personality type because operating such a business becomes easy.
- ✓You will be positively inclined to your work and the chances of success are higher.

HOW TO BECOME A SUCCESSFUL ENTREPRENEUR

- ✓ **Step 4: Choose Your Industry**
- ✓ When you decide to start your enterprise, you have so many options available to you.
- ✓ Should you start a retail store? or an IT company? or a fashion store?
- ✓ Options are many, but you should ideally choose the industry in which you have expertise.
- ✓ Choose a niche that you know about instead of choosing something where most people are headed because it is a successful line.(do not follow the herd)

ROLE OF ADVISOR(S) START-UP'S JOURNEY

- ✓His advice to founders:
- ✓the hardest decision isn't what to build—
- ✓it's whose advice to trust.
- ✓Experience is helpful, but what matters most is first-principles thinking, adaptability, and knowing who's been in the fire, not just around it.
- ✓Courtesy: Video: Y Combinator/YT

https://www.facebook.com/share/r/19UnxeebF1/?mibextid=wwXIfr

ROLE OF ADVISOR(S) START-UP'S JOURNEY

- ✓ Vinod Khosla argues that **70% of investors** actually harm startups by giving advice they're not qualified to give.
  - ✓ Having an MBA or sitting on a board doesn't mean you understand the grind of building something from zero.
- ✓ Real insight comes from real experience.
- ✓ He recalls near-bankruptcy moments at Sun Microsystems, highlighting 3-month stretches of hardware failures, 20-hour workdays, and the stress of not making payroll.
- ✓ That kind of stress builds the decision-making muscles that theory can't teach.

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HOW TO BECOME A SUCCESSFUL ENTREPRENEUR

- ✓ **Step 5: Market Research**
- ✓ Find out how the market is for the product/service you intend to start your business in.
- ✓ Analyze your competitors, study the demand for your products in the market.
- ✓ It is a good idea to study the products of your competitors and see how you can offer your customers a better product.
- ✓ Market research is a must if you must succeed as an entrepreneur.

HOW TO BECOME A SUCCESSFUL ENTREPRENEUR

- ✓**Step 6: Understand Your Buyer**
- ✓We are living in an era where the market is completely customer-centric.
- ✓As an entrepreneur, it is important to **understand your buyer's needs**.
- ✓Understand what they want, address their pain points, and offer them products/services that meet their needs.

HOW TO BECOME A SUCCESSFUL ENTREPRENEUR

- ✓ **Step 7: Educate Yourself**
- ✓ It is a highly competitive marketplace.
- ✓ Therefore, you must have **in-depth knowledge** of the field that you are considering to start your business.
- ✓ The fact remains that technology is advancing at breakneck speed and you will **need to stay updated** with the latest developments not only in your field but also in related fields.
- ✓ For this, you will need to have the temperament to **continually educate** yourself.

HOW TO BECOME A SUCCESSFUL ENTREPRENEUR

- ✓ Step 8: Strategize Your Business
- ✓ Every business begins with a strategy. After deciding your niche and business model prepare a clear business plan.
- ✓ Having a business plan not only provides a direction to your business process but also helps you in getting investors on board.

ENTREPRENEURSHIP SUPPORT SERVICES ECO SYSTEM

SMALL BUSINESS ENTREPRENEURS

- ✓ Small business entrepreneurs create business ventures that **provide services for a small range of people or a local community.**
- ✓ Examples of small business entrepreneurship businesses are local restaurants and neighborhood grocery stores.
- ✓ **These entrepreneurs provide solutions to a problem within their immediate environment.**
- ✓ Such businesses often start with little capital from close relatives and friends or savings.

LARGE BUSINESS ENTREPRENEURS

❖ **Large Company Entrepreneurs**

✓ Unlike small business entrepreneurs, such company entrepreneurs think global.

✓ The goal is for their great idea, business, or service to reach as many people as possible. Such **entrepreneurs establish businesses to gain global relevance.**

✓ They get funds from angel investors, venture capitalist firms, and **crowdfunding sites**.

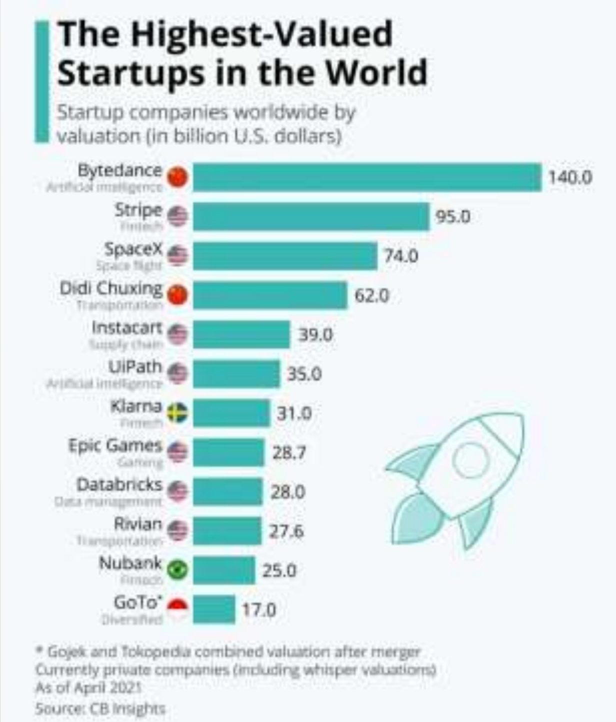
SCALABLE STARTUP ENTREPRENEURS

❖ **Scalable Startup Entrepreneurs**

✓ Anyone who starts a world-class business with only a visionary idea can be called a scalable startup entrepreneur.

✓ Scalable startup entrepreneurs **discover opportunities in new or existing markets** and develop a unique idea to fill the gap.

✓ Such entrepreneurs are innovators par excellence. They develop ideas that create remarkable changes in our world



BUYER ENTREPRENEURS/IMITATIVE ENTREPRENEURS

❖ **Buyer Entrepreneurs**

✓ **Buyer entrepreneurs do not start new businesses;** instead, they buy existing ones and make them into their businesses.

❖ **Imitative Entrepreneurs**

✓ **An imitative entrepreneur does not have new business ideas for their innovation.**

✓ Just as the name implies, they imitate existing businesses to set up their own business like getting a franchise from an established company/brand.

SOCIAL ENTREPRENEURS

- ✓ **Social Entrepreneurs**
- ✓ An entrepreneur whose business aim is to make the world a better place is a social entrepreneur.
- ✓ **Social entrepreneurs are not profit-driven;** they provide quality services at little or no cost. Their activities are geared towards social goods

ENTREPRENEURSHIP SUPPORT SERVICES ECO SYSTEM

- ✓ Eco System has to be designed keeping type of entrepreneurs in mind

Legal & Contractual
Legal Eco-System

Logistics & Supply Chain
Eco-System

Manufacturing

Finance &
Taxation

Science &
Technology

Skill Development

LEGAL & CONTRACTUAL LEGAL ECO-SYSTEM

LEGAL & CONTRACTUAL ECO-SYSTEM

- Enacting Appropriate Rules and Regulations for enforcing the Commercial Contracts ;
  - **The Indian Contract Act, 1872** governs the law relating to contracts in India.
- Protection of Intellectual Property Rights;
  - **Indian Patent Act 1970** protects the Patents in India.
- The **Customs Act 1962** governs levy of import duties and taxes for import of Goods and Services into India.
- The **Goods & Services Act 2017** deals with the taxation of Goods and Services supplied within India.
- The Foreign Exchange Management Act 1999 (FEMA)

REGULATORY & TAXATION

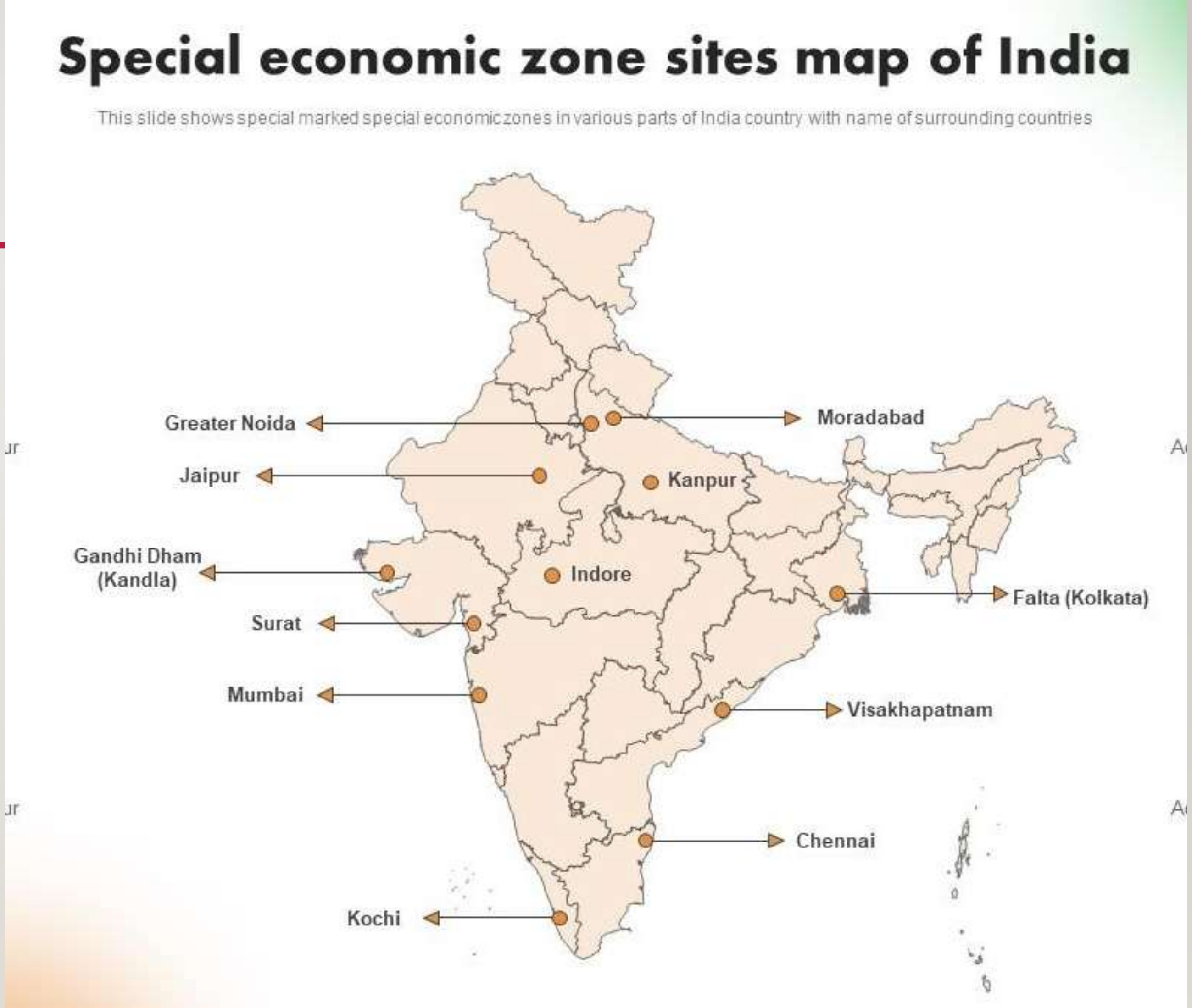
REGULATORY & TAXATION

- ✓ Ease of Doing Business (Single Window Clearances)
- ✓ Digitalisation and ONLINE application
- ✓ Start Up Registrations (Waiver of Fees)
- ✓ Angel Tax Provisions (Lower Capital Gain or No Capital Gain Tax)
- ✓ ESOP & Tax Implications
- ✓ Corporate Tax reduction for new Manufacturing Units

MANUFACTURING ECO SYSTEM

SPECIAL ECONOMIC ZONES IN INDIA

- ✓ SEZs are Deemed Foreign Territory for manufacturing and trading operations
- ✓ They are free from local laws and regulations



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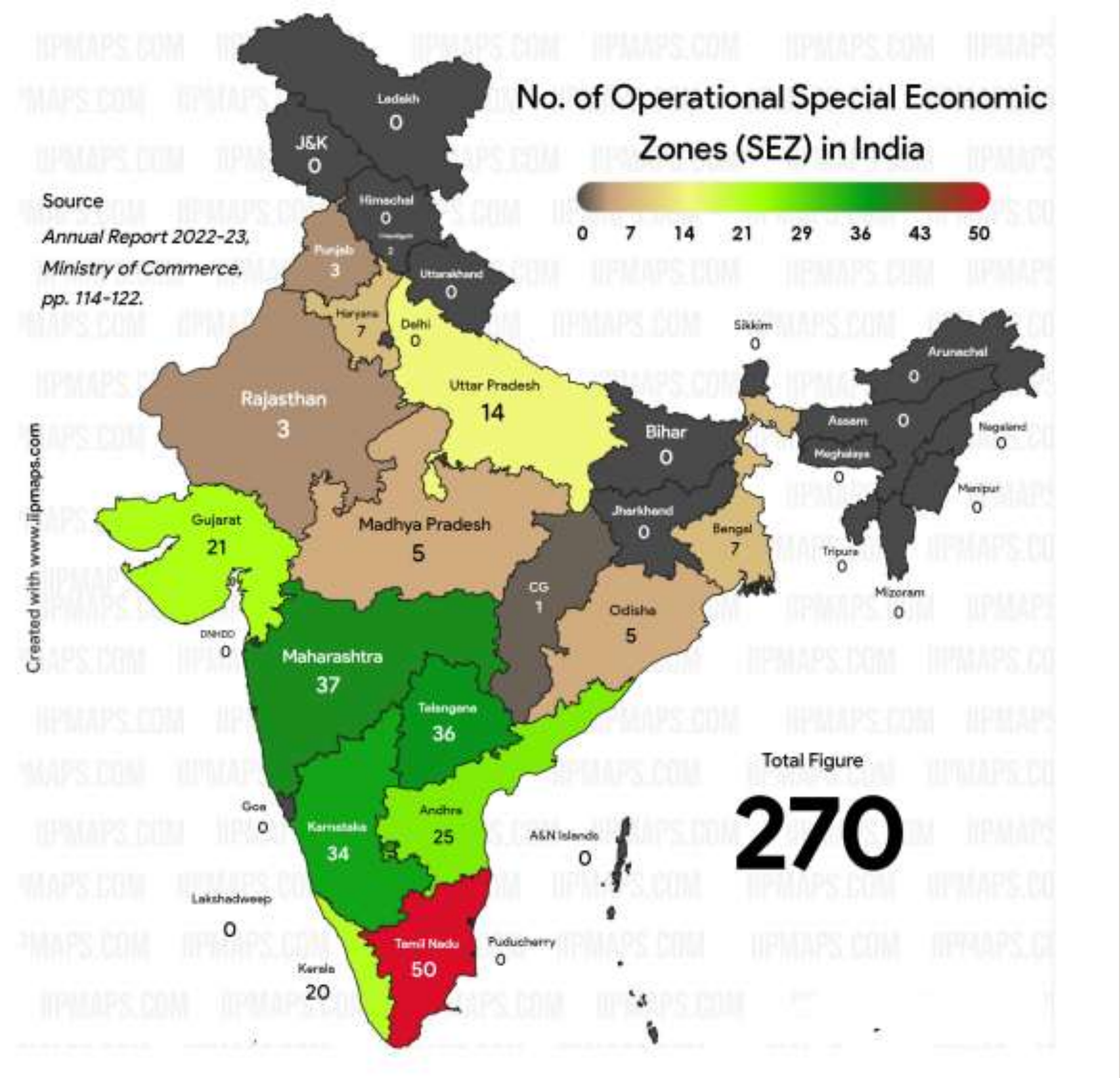


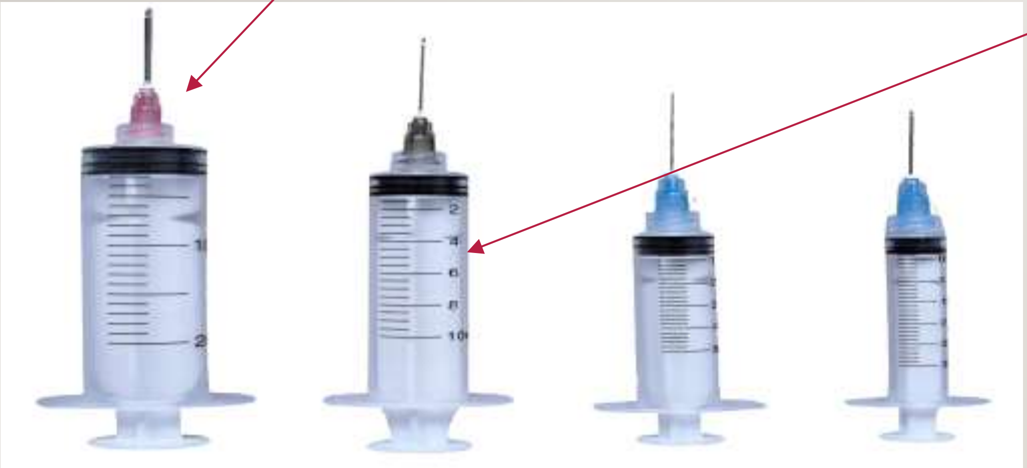
MANUFACTURING ECO SYSTEM

- ✓ Customs Duty Free Import of Capital Goods and Raw Materials (Advance Authorisation Schemes of DGFT)

- Standard Norms have been fixed for all product groups to enable exporters from India import duty free inputs for manufacturing Finished Products.

NORMS FOR IMPORTING DUTY FREE INPUTS

Sr No	Export Product Name	Quantity of Exports
C828	Sterilized Disposable Syringes **with or without Needles** (1 ml, 2ml/3 ml, 5 ml, 10 ml, 20 ml) **Relevant**	1 kg



	Import Item Name	Import Quantity with wastage
1	HDPE Granules (**Medical** Grade/ **Moulding** Grade)	1.**050 Kg**/Kg content in export product.
2	Polypropylene Granules (**Medical** Grade/ **Moulding** Grade)	1.050 Kg/Kg content in export product.
3	Hypodermic Needles (**Relevant****)	102 Nos /100 Nos

MANUFACTURING ECO SYSTEM

- ✓ **MOOWR Scheme;** operating under Manufacturing & Other Operations in Warehouse Regulations 2019.

SKILL DEVELOPMENT ECO SYSTEM

SKILL DEVELOPMENT ECO SYSTEM

- ✓ National Skill Development Corporation **(NSDC)**
- ✓ Government **Apprentice** Scheme
- ✓ Women **Self-Help** Group Scheme
- ✓ **Niryat Bandhu** Scheme for training of Exporters and Importers by Directorate General of Foreign Trade

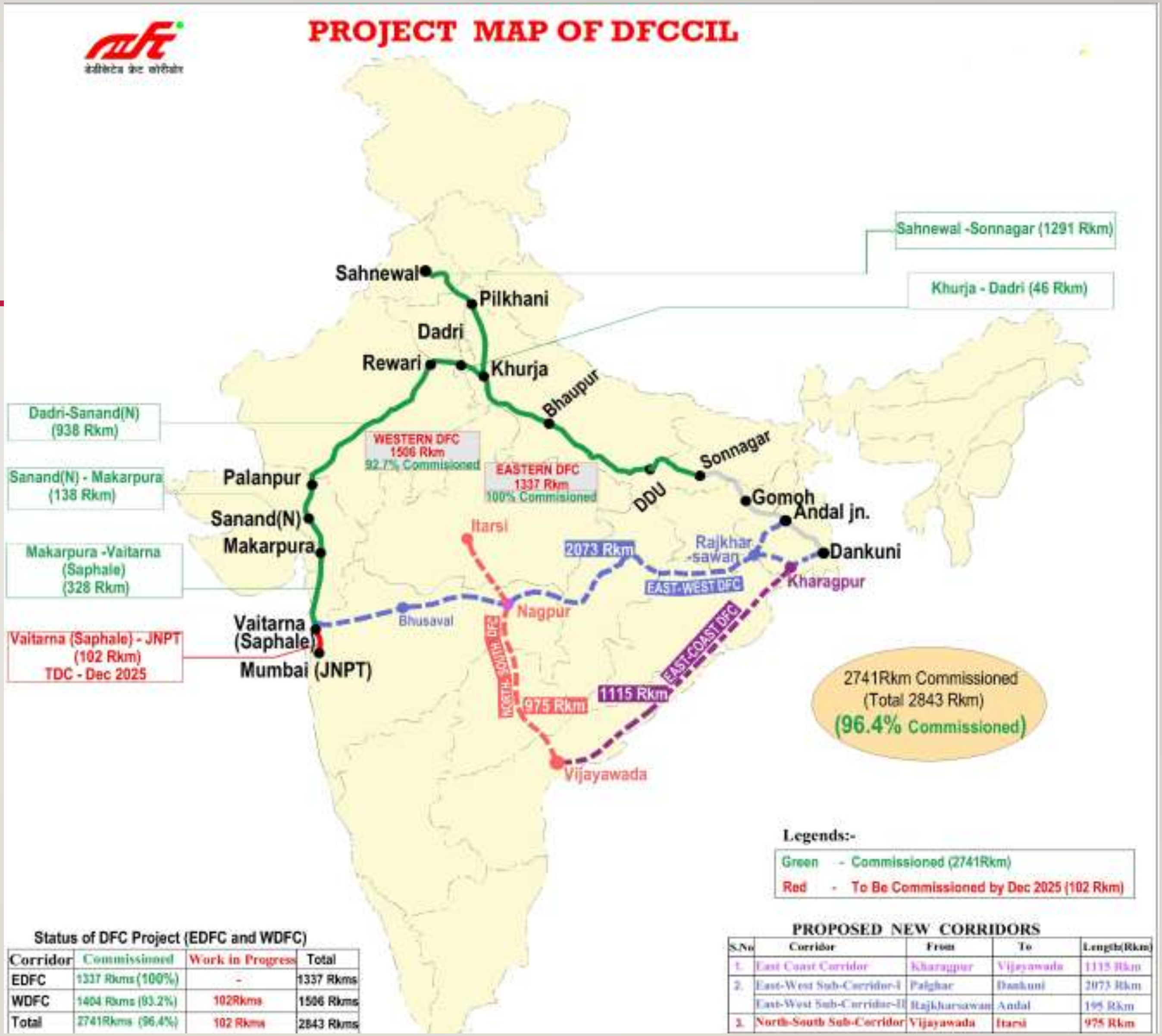
SCIENCE & TECHNOLOGY

SCIENCE & TECHNOLOGY

- ✓ Atal Innovation Mission
- ✓ Atal Tinkering Labs
- ✓ Atal Incubation Centres
- ✓ National Education Policy 2023
- ✓ Opening of IITs/IIMs/it is
- ✓ Allowing leading Foreign Universities to open their campuses in India

LOGISTICS & SUPPLY CHAIN ECO-SYSTEM

- ✓ Dedicated Freight Corridor connecting North, West Indian Industrial Belt with Major Ports of India.



Status of DFC Project (EDFC and WDFC)

Corridor	Commissioned	Work in Progress	Total
EDFC	1337 Rkms (100%)	-	1337 Rkms
WDFC	1404 Rkms (93.2%)	102Rkms	1506 Rkms
Total	2741Rkms (96.4%)	102 Rkms	2843 Rkms

PROPOSED NEW CORRIDORS

S.No	Corridor	From	To	Length(Rkm)
1.	East Coast Corridor	Kharagpur	Vijayawada	1115 Rkm
2.	East-West Sub-Corridor-I	Palghar	Dankuni	2073 Rkm
	East-West Sub-Corridor-II	Rajkharsawan	Andal	195 RKm
3.	North-South Sub-Corridor	Vijayawada	Itarsi	975 Rkm

DEDICATED FREIGHT CORRIDOR

Feature	Existing on IR	On DFC
Moving Dimensions		
Height	4.265 m	7.1 m Double Stack (WC); 5.1m Single Stack (EC)
Width	3200 mm	3660 mm
Container Stack	Single Stack	Double Stack (WC); Single Stack (EC)
Train Length	700 m	1500 m
Train Load	5400 T	7.1 m; 5.1 m; 13000 T

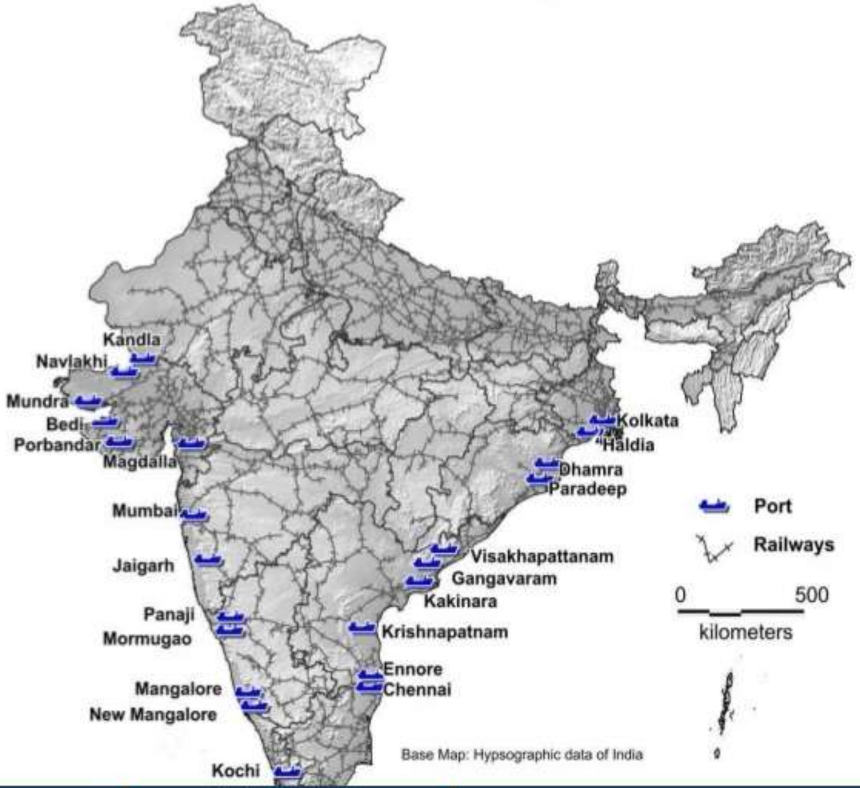
- ✓ Dedicated Freight Corridor connecting North, West Indian Industrial Belt with Major Ports of India.

- ✓ Bharat Mala Scheme to connect all ports with manufacturing regions through eight lane expressways
- ✓ Expressway connecting in the shape of a Garland across India

- ✓ Sagar Mala Scheme for development of Ports

Sagarmala Project

Formulated by GoI to promote port led development of hinterland along with integrated development of port connectivity through Road, Rail, Inland Waterways and Coastal Shipping



1 Port Modernization

2 Port Connectivity Improvement

3 Port-led Industrial Development

4 Coastal Community Development

FINANCE

FINANCING & FUNDING

- ✓ Start Up Seed Fund Scheme under DPIIT (Department for Promotion of Industry & Internal Trade)
- ✓ Mudra Scheme; Mudra loans to Micro and Small (MSME) Entrepreneurs without collateral
- ✓ Market Development Assistance for entry into new markets and participating in Exhibitions and Trade Fairs
- ✓ **Interest Subvention Schemes**
- ✓ Pre-Shipment/Post-Shipment Finance (for Exports)
- ✓ Working Capital Loans to MSME

VENTURE CAPITALIST
ANGEL INVESTOR

WHO IS AN OPERATOR-ANGEL:

INDIA'S NEW BREED OF STARTUP INVESTORS

- ✓ An **operator-angel** is a founder or senior executive who has either built or scaled a startup and now invests personally in early-stage startups.
- ✓ Unlike traditional angels, they bring:
- ✓ **Hands-on experience**
- ✓ **Tactical help** with GTM (Go-To-Market), hiring, tech stacks, etc.
- ✓ **High-quality intros** to VCs, vendors, or early customers
- ✓ **Founder empathy**: they understand how chaotic early stages can be

WHO IS AN OPERATOR-ANGEL:

INDIA'S NEW BREED OF STARTUP INVESTORS

✓ **Few of the Notable Operator-Angels in India**

✓ Here's a snapshot of Indian founders & operators actively investing in early-stage startups:

Operator Angel	Background	Notable Investments
Kunal Shah	Founder, CRED	Jupiter, Fello, BlueLearn
Harshil Mathur	Co-founder, Razorpay	Velocity, Beej, Volopay
Gaurav Munjal	Co-founder, Unacademy	BlueLearn, BharatX
Vidit Aatrey	Co-founder, Meesho	Lummo, Velocity
Aakrit Vaish	Co-founder, Haptik	Rocketlane, Zolve
Aadit Palicha	Co-founder, Zepto	Seed-stage stealth startups
Ritesh Malik	Founder, Innov8	50+ startups; ecosystem enabler
Nithin Kamath	Founder, Zerodha	Rainmatter (climate & fintech focused)

WHO IS AN OPERATOR-ANGEL:
INDIA'S NEW BREED OF STARTUP INVESTORS

❖ **Final Takeaway**

✓ Operator-angels are shaping the next decade of startup investing in India.

✓ For early-stage founders, this is an exciting capital pool — one that comes with real-world wisdom, high-signal intros, and founder-first advice.

✓ Instead of chasing only institutional VCs, think of these angels as *your earliest believers*.

✓ They may be your best bet for a high-trust, high-impact start.

SOLO FOUNDER VS CO-FOUNDERS: WHAT VCS REALLY THINK

HOW INVESTORS ASSESS THE START-UP(S)

- ✓ **What VCs Look For in a Founding Setup**
- ✓ VCs don't just invest in *ideas* — they invest in ***execution capability***.
- ✓ **Team risk** is one of the biggest factors in early-stage investing.
- ✓ Having multiple founders can:
  - ✓ Reduce key-person risk.
  - ✓ Bring complementary skills.
  - ✓ Create resilience in tough times.
- ✓ But — solo founders can project clarity of vision, speed in decision-making, and avoid founder disputes.

WHAT INVESTORS REALLY THINK,

- ✓**What VC Trends Say in 2025**
- ✓The investor community has evolved in its thinking about founder dynamics over the last few years.
- ✓Historically, VC data shows that **over 80% of funded startups had at least two cofounders**.
- ✓The reasoning was simple — investors believed risk was lower with shared leadership and complementary skill sets.

THANKS FOR GIVING ME A PATIENT HEARING