

NURTURE TALENT
India's 1st Institute for Entrepreneurs

in association with



CONFLUENCE 2014



presents

Entrepreneurship & Business Plan Workshops

Zonal Center Workshop Proposal

About Confluence, IIM A

Confluence is IIM Ahmedabad's International Management Symposium now in its 16th year. Its vision is to become the largest management symposium in the Asia-Pacific region that adds value to the major stakeholders of a country's economy – corporate, government, people, students and academia as they come together to ideate, collaborate and innovate.

About Masterplan, IIM A

Masterplan is IIM Ahmedabad's flagship international business plan contest. It has prize money of Rs 2 lakhs, with opportunities for students to get face to face with leading venture capitalists, angel investors and industry experts.

About Nurture Talent Academy

Nurture Talent Academy, started in January 2010 by IIT-IIM alumnus, is India's 1st institute for entrepreneurs. NTA has trained over 30000 students across 450+ colleges in 125+ cities in India. NTA conducts training and mentoring programs for students related to entrepreneurship, business plan, mobile apps, web technologies and digital marketing. The vision is to help create 1000 startups and 20000 jobs in next 3-5 years.

Competition Stages

Stage 1 – 1-day Hands-on Entrepreneurship Workshop in top colleges for students

Stage 2 – Shortlisting and Mentoring of selected teams

Stage 3 – Grand Finale at IIM Ahmedabad for top 30 teams

Winner of the Business Plan Competition Wins a Cash Prize of Rs 5 lakh!

Workshop Schedule

Resource Persons

Rushikesh Humbe – IIM A alumnus, YES, Disha Education, Ex-Deloitte

Amit Grover – IIT-IIM Alumnus, ex-Infosys, Asian Paints, Onida

Siddharth Goyal- NSIT Alumnus, CTO, Nurture Talent Academy

Sumit Kumar Singh – IIT D + IIM L alumnus, ex-Reliance Jio, Jabong

Nishant Dobhal – IIT D + IESE Spain, Ex-TCS

Mahesh Ramamani – IIT R alum, Visiting Faculty at IIM Indore,

Sheetal Meher – social entrepreneur, consultant, investment banker

Siva Rangaswamy – Ex-Zensar, TCS, Groupsoft

Akshay Shah – Entrepreneur in ERP domain – iWeb Technology

Srivalli Krishnan – Ex-CEO of Efarm,

Shekhar Jain – CA, MD of Ontrust Capital, Ex-ILFS, Subhkam Ventures

Lalit Chetani – CA, Founder of Ontrust Capital, ex-Axis Bank,

And many more eminent faculty

* 1-2 trainers will conduct workshop depending on availability

1 Hour Introduction to Entrepreneurship

Insights into entrepreneurship, challenges in business
What is the skillset/mind-set of entrepreneurs?
Skill-set, key requirements for starting up?
Idea Games and How to generate ideas?

2 Hours Make your own Business Plan

Case Study and sample business plan
Business Plan training - Making an effective B-plan?
Movies, games, exercises and quizzes
Executive Summary - Opportunity, Vision, Team etc.
LUNCH BREAK

1 Hour Sales and Marketing

Marketing and Sales Games
Digital Marketing and emerging trends

2 Hours Finance Funda

Entrepreneurial Finance, Loan vs Stocks
Valuations and Sources of Funding

1 Hour Legal and IP

How to setup your startup?
Type of legal structures of a company
Copyright, Trademarks, Patent

1 Hour Certificate Distribution, Mentoring and Feedback

Requirements

Confirmation letter signed by Principal/Director/HOD/SBC
Seminar hall/Comp Lab for 1 day with capacity of 100+ students, mike/projector
Local travel, food and stay for NTA resource person
Your college can select any dates for the workshop b/w 1st August – 31st October 2014

Fee Details

Workshop fee is Rs 800 only per student for workshop (to be paid by students)
No extra fees for Mentoring and Grand Finale for winning teams
Fees includes training, certification, startup-kit with DVD, service tax
NTA will bear expenses for trainer's outstation travel, poster printing and study kits

Benefits for zonal center/students

50 posters and 1 banner will be send by NTA for publicity in your college
Your college students will get kits and learn from seasoned entrepreneurs and professionals
Exclusive invite for Director/Principal to attend management festival at IIM Ahmedabad
Event coverage with your college name/photo on NTA website
Your college details and event description will be published on various online websites
Your college name will be mentioned in all workshop posters and certificates
Workshop is FREE for 5 student coordinators and all faculty members

Certification Policy

All workshops will be jointly certified by Confluence-IIM A & Nurture Talent Academy
Certificate of Participation to all student participants
Certificate of Coordination to 5 student coordinators for successful coordination
Certificate of Appreciation to Faculty Coordinator for contribution
Certificate of Honor to Zonal Center College for encouraging student entrepreneurs

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