

## *Interactive Session of IISc AA Bangalore Chapter with Students of IISc*

Date: June 12, 2010

Time: 10:00-12:00

Venue: ECE Golden Jubilee Hall

### **Attendees from IISc AA Bangalore Chapter:**

Dr. Anand Talwai (President),

Dr. Vishnu Vardhan Makkapati (Treasurer) &

Dr. Sanjay Chitnis (Secretary)

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### **Dr. Anand Talwai gave a brief presentation on “Entrepreneurship Success Plan”**

The following are the necessary for the successful entrepreneurship.

- Ideas
- Market Survey
- Network
- Money
- Workforce

In addition the following skills are needed :

- People management
- Product management

The above skills can be acquired by proper training

- Competitor analysis  
Comes through experience
- Marketing

- Brand building

I would like to be trained in the following way.

- Why established companies will fail
  - There must be a common characteristics for any company failure
- Acquiring qualities of entrepreneur
  - There must be a common qualities for any entrepreneur
- Entrepreneurship course, R&D management course (for self), people management, product management etc.
- Finding who will help us in the mission: Like IISc incubation centre
  - The following are the information needed:
    1. Activity of Incubation centre
    2. What is seed money ---> when we need to repay it
    3. Who will provide seed money, what are the management support available from institute
    4. What are the IP Rights for institute
    5. If a student need to start a company what are the requirements needed from student side, what is the type of partnership i.e . between the student and professor and between the institute and student ( share percentage)
      - Market survey
      - Competitor analysis
      - Brand building
      - Networking ( comes with experience hence not required much of training)

It is believed that for the above process one year duration is required.