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)

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.