

2016

Proposal for Entrepreneurship Development Workshop



Parallel Living Research Centre

www.ParallelLiving.com

1/7/2016

Entrepreneurship Development Workshop Proposal

Workshop Outline

India needs to create 1- 1.5 crore (10-15 million) jobs per year for the next decade to provide gainful employment to its young population. Accelerating entrepreneurship and business creation is crucial for such large-scale employment generation. Moreover, entrepreneurship tends to be innovation-driven and will also help generate solutions to India's myriad social problems including high-quality education, affordable health care, clean energy and waste management, and financial inclusion. Entrepreneurship-led economic growth is also more inclusive and typically does not involve exploitation of natural resources.

India's entrepreneurial growth can be accelerated by creating more conducive conditions – a catalytic government and regulatory environment, adequate capital flows (both debt and equity), support from businesses and society, and availability of appropriate talent and mentoring.

Excerpts from the Planning Commission Report of June 2012.

Learning Outcomes

After undergoing this course, the participants will be able to:

1. Understand the entrepreneurial process and appreciate its benefit over professional careerism.
2. Assess a business idea and evaluate its business potential
3. Develop a sustainable business model and write a business plan for the same.
4. Identify the business valuation and assess the financing options for a new venture.
5. Understand the post launch entrepreneurial issues and exit strategies for various stakeholders in a business.

Pedagogy

The course focuses on developing creativity, understanding processes, developing skills in communication and understanding how to assess risks and costs of ideas in addition to their connection to existing businesses. The delivery will be duly assisted by supplemental reading, outlined methods, practical frameworks and models, discussion, and development of a strategic business portfolio.

Duration:

This workshop requires 4 full days to accomplish. We can customize according to your requirements

Day 1: Developing the Entrepreneurial Mindset

- Entrepreneurship & Entrepreneurship Psychology
- The Generation of New Venture Ideas
- Personal and Leadership Development Workshop
- The Feasibility of New Venture Ideas
- Structuring a new venture - OPC

Day 2: Business Models and Strategic Planning

- Business Models
- Strategic Planning and Innovation portfolio
- Competitive Analysis
- Strategies for Growth
- Building a new venture team

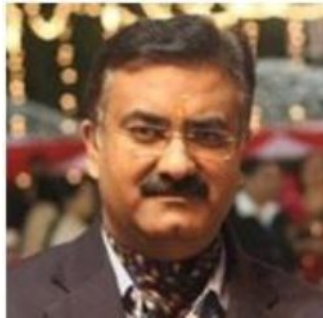
Day 3: Business Plan and Financial Modeling

- Understanding Business Sustainability Matrix
- Creation and Writing up of a Business Plan
- Creation of Financial Modeling and Valuation Opinion
- Connecting Business Plan with Financial Modeling
- Creation and Writing up of a Confidential Information Memorandum and Teaser (The most important element for any Investor to make investment decision)

Day 4: Taking to market and Fund raising

- Market planning and positioning for a new venture
- Start-up financing
- Debt vs Equity Funding
- Understanding of Regal, Regulatory and Compliance Issues
- Project Management and Project Sustainability
- Secondary Growth and Primary Exit options

About the Course Leader



Vikas Rajput is a practicing entrepreneur and an entrepreneurship educator. Starting with a business in Content Development he has since then diversified into businesses like Business Research, Website Design, Internet Marketing, Corporate Filmmaking, Photography, Rural Tourism and more.

A trained filmmaker, he has also directed a Full Length feature film in Garhwali Language. He is a guest faculty for Entrepreneurship at Jaipuria Institute of Management, Noida besides being a guest speaker at various Management Institutions across Delhi NCR like IMS, BIMTECH, GALGOTIAS, DRONACHARYA Group, BHARTIYA VIDYAPEETH, NETAJI SUBHASH INSTITUTE OF TECHNOLOGY and more. He has been the founding Dean at Lemon-School.

He has trained more than 600 candidates on the subject of Digital Marketing. He is also an NEN – GS Faculty Scholar and Mentor.

Website: www.ParallelLiving.com

Workshops conducted:

We have recently conducted Entrepreneurship Workshops with institutions and companies like Amity University, NIT Raipur, Sri Rama Krishna Degree & P.G College, Nandyal (Hyderabad), IMT-Ghaziabad, Jagannath Institute of Management Studies (JIMS), Nagpur University, Bharatiya Vidyapeeth Institute of Management and Research (BVIMR) Delhi, and more.

Some Online Mentions:

<http://www.jaipuria.ac.in/blog/events/jaipuria-jaipur-and-national-entrepreneurship-network-host-a-successful-entrepreneur-training-programme/>

<http://ggnindia.dronacharya.info/edc-2013.asp#ad-image-0>

http://issuu.com/csipl/docs/newsletter_july-dec_2013_volume6-is (page 6)

<http://eweek.nenonline.org/page/e-week-speakers>

<http://em.explara.com/event/nen-strategies-for-growth-jaipur>

<http://em.explara.com/event/nen-e-club-presents-workshop-series-for-entrepreneurs>

<http://vcfreeworld.blogspot.in/2014/05/are-you-one-of-noble-entrepreneurs-who.html>

https://en-gb.facebook.com/permalink.php?story_fbid=121112517990303&id=131861486871465

<https://www.flickr.com/photos/sreenivasan/6161350800/>

For more information please contact

Parallel Living Research Centre

E: vikas.rajput@parallelliving.com

W: www.ParallelLiving.com

M: + 91 9582762505

----End of Document----