



**INDIAN SOCIETY FOR
TRAINING & DEVELOPMENT
KOCHI CHAPTER**

WELCOMES YOU TO

**START-UP
BOOTCAMP**



Mr. S R Nair



Mr. Anand Kumar

10.04.2019 | 9am to 5pm

Hotel Park Central, Kaloor

START-UP BOOTCAMP

“Be a job creator than a job seeker”

Entrepreneurship is the corner stone of economic development and with the demographic dividend that we have in India and with a large local market before us, time has come us Indian youth to be wealth creators and distributors.

The Start-up Bootcamp is to facilitate your dreams to be an entrepreneur. It would be an intensive, interactive training designed to test one's entrepreneurial appetite and jumpstart the entrepreneurial adventure. Participants will learn the building blocks of what it takes to create their own venture from the ground-up, including idea generation, business validation, business modelling, team formation, pitching to investors and more. Get experience in the Start-up Bootcamp which will be an invaluable first step to your entrepreneurial journey.

Key Benefits

- **Discover** how to evaluate business ideas, diagnose and solve business problems, create business models and determine strategic growth opportunities.
- **Gain** a deeper understanding of market forces and competition, and how to think beyond market constraints.
- **Develop** the ability to scale up further, faster, and more effectively.
- **Acquire** the leadership skills necessary for creating and managing innovative organizations.

Who Should Attend

This program is designed for existing and potential start-up entrepreneurs.

Curriculum

Entrepreneurship Boot Camp teaches essential business skills and frameworks needed to translate ideas into action.

This comprehensive, two day module, conducted in two parts, gives you an opportunity to ideate, formulate, evaluate, plan, and implement innovation within your organization. What is described below are the elements of first phase

Entrepreneurship – An Economic Perspective

- Why become an entrepreneur
- Character of Successful entrepreneurs
- Start-up entrepreneurship
- Social Entrepreneurship
- Entrepreneurship Process

Developing Successful Business Ideas

- Identifying & recognizing opportunities
- Finding gaps in Market place
- Generating Ideas
- Encouraging & protecting new ideas
- *Group Idea creation Workshop*

Feasibility Analysis

- Validating a business Idea
- Industry/Target market feasibility study
- Organization/Finance/People feasibility

Writing a Business Plan

- Outline
- Structure
- Key elements of business plan
- Presenting plan to investors
- *Business Plan Workshop*

About the Faculty -

Mr. S R Nair

Sreedharan Radhakrishnan Nair known as SR, is a serial entrepreneur, author, adjunct professor and a mentor. He has chaired several professional and non-governmental organisations in Kerala, India such as the Kerala Management Association, Indian Society for Training and Development, The Indus Entrepreneurs (TiE) (Kochi Chapter), Rotary Cochin International and co-founded the Better Kochi Response Group.

A post graduate in Management, SR Nair is a professional turned entrepreneur with 33 years of experience in Information Technology. His core competencies lie in Technology, Marketing & Entrepreneurship. He was the founder of Team Frontline Limited and Team e-Biz Limited. He also founded Stallion Systems and solutions Limited, which dwells in barcode and RFID and All Time Power Technologies. For 6 years, SR Nair was on the board of Kerala Venture capital Fund, founded by the Govt. of Kerala. He is now on the board of Manappuram Comptech Limited, Trichur. He had chaired Kerala Management Association twice and co-founded TiE: Kerala in the year 2002 and was its second President. For two years he had chaired Indian Society of Training & development (ISTD), Kochi chapter where he is a National Council member now.

He is an expert member of the Seed Fund Committee of **KSIDC** and a mentor for **KSUM**.

Mr. Anand Kumar

Anand is the managing partner of JAKS & Associates, one of the leading business advisory firm in Kerala. He is a Chartered Accountant with expertise in the fields of finance & accounting, tax and consulting. Prior to joining JAKS, he was an associate director at one of the Big 4 accounting firms and have worked from various offices across the world. During his tenure with Big 4, he specialised in process implementation and advisory projects of multinational companies. During his current experience at JAKS, he has worked with various start-ups, SMEs and corporates and has assisted them in various consulting engagements, which included feasibility studies, business valuations, strategy consulting, business process re-engineering and M&A.

Anand is also a rank holder in CISA from ISACA. Anand holds certifications in IFRS (ACCA, UK) and in SAP Financial Accounting (SAP AG, Germany).

About ISTD

ISTD was established in April 1970 as a non-profit Society and is a premier institution in the field of Training & Development in the country.

For further details, please check our website www.istd.co.in

Certificate

Delegates will be issued with an ISTD Course attendance certificate by the end of the session.

Course Fee

Rs.5000.00 + GST

Registration

Mr. Kevin Kester, ISTD Kochi Chapter,
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NOMINATION FORM

START-UP BOOTCAMP

10.04.2019 | Hotel Park Central, Kaloor

ABOUT THE PARTICIPANT:

Name: _____

Designation: _____

Organisation: _____

Address: _____

Pincode: _____ Mobile: _____

Email: _____

SPONSORING AUTHORITY (If nominated by and organisation)

Name: _____

Designation: _____

Organisation: _____

Address: _____

Pincode: _____ Mobile: _____

Email: _____

The fee is payable either by Online payment or Crossed Cheque/Demand Draft, favouring ISTD Kochi Chapter payable at Kochi

Amount of Payment Rs:	Mode of Payment DD Ch	DD/Ch.No.	Date:
Name of the Bank:.....		Place:.....	

Signature and Date.....

Nirmala Lilly

Chairperson, ISTD Kochi Chapter
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Bank Details

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Vennala, Kochi