



A unique workshop

From Start-Up to Scale-Up

(Venture Capital & Finance for Entrepreneurs)

Saturday, February 16, 2019 • 9.30 a.m. to 1.30 p.m.

Venue : Torrent-AMA Management Centre, Core-AMA Management House, ATIRA Campus,
Dr. Vikram Sarabhai Marg, Ahmedabad 380 015

Entrepreneurship is not just about starting a business. It is about growth and scale-up of a business, which require, among other inputs, access to capital at appropriate stages. This seminar is designed to introduce growth oriented entrepreneurs to various avenues for raising capital, particularly venture capital.

Contents:

- The entrepreneurial process
- Introduction to Finance & Financial metrics
- Understanding Venture Capital: What is it, When & How to Approach
- Understanding Venture Capital: Valuation & Structuring
- Financing Options for an MSME
- Useful Tools for a Growing Business
- Entrepreneur Clinic to address specific queries on growth or Entrepreneur Speak: talk by an Entrepreneur

The program will be conducted by **Mr. Vivek Joshi**, a senior manager with experience in Venture Capital and in Industry. He will cover a number of stages in the process of entrepreneurship, with focus on some of the stages important for growth. What does a Venture Capital firm look for, how to prepare for interacting with and receiving venture capital and the key steps involved will be covered. Key aspects of a Business Plan will be discussed. The presentation will cover aspects of key processes, importance of evolving appropriate structure, identifying KPIs, metrics and important ratios for a growth oriented business.

Faculty : **Mr. Vivek Joshi**, B.Tech (IIT, Bombay); M.S.Ch.E (USA), PGDM (IIM-Ahmedabad).

Vivek Joshi has more than 25 years of international management experience in several functions and industries. His experience includes Business Management, Innovation Management, Supply Chain Management and Project Management and Venture Capital. Vivek has been a Director on the Board of Several companies across sectors like Industrials, Healthcare and Consumer goods. Prior to Private Equity, he was with Hindustan Unilever Ltd where he has worked in various functions and locations. He has worked in California and Florida for a number of years in Consulting and Process Engineering.

Fee : Rs.800/- per participant inclusive of GST. (Towards programme fee and lunch).
The cheque may please be drawn in the name of 'Ahmedabad Management Association.

Workshop on From Start-Up to Scale-Up

February 16, 2019

Registration Form : Please fill-in and return this form along with participation fee to:
Ahmedabad Management Association, AMA Complex, Dr. Vikram Sarabhai Marg,
Ahmedabad 380 015, Phone: 079-26308601-5 • Mobile: 9537407187, 7069940917, 7203030990
E-mail: ama@amaindia.org • Website: www.amaindia.org
Android Mobile App: AMA-Ahmedabad amaIndia.org

Name(s)	Position
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Organisation:	
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