TiE CHANDIGARH
FOSTERING ENTREPRENEURSHIP

NEWSLETTER OF TIE CHANDIGARH

MENTOR

MONTH OF AUGUST, 2017

FROM THE PRESIDENT'S DESK

Thriving in a VUCA world...

When the American military came up with the term VUCA in 2014 – Volatile, Uncertain, Complex, and Ambiguos, they were describing the situation in Iraq and Afghanistan. I think no-one saw that the entire world would be transformed into a VUCA world. Trump winning, Modi trumping UP, demonetization, ramrodding GST… all the things that we see have made our complex world even more VUCA.

Yet, organizations learn to thrive with the support from friends, mentors and family. Our TIE chapter is a perfect example of an organization that has thrived in the chaos.

Under JB Singh's leadership we had a great year, 2016-17 was the great leap forward where we grew to our highest membership, participation, and hopefully made a dent in the universe by supporting entrepreneurship at all levels.

We have atleast 3 startups that are inspired by the lectures that our members gave during 2016 – one of them has raised capital and is employing over 20 people.

We are scaling our programs from last year – TIECON, Hackathon, Cricket, Business Builder Breakfasts, Chai with Tie, Retreat, … and adding new – we kicked off TYE for students 9-12 due to the great ownership by Robin and Prerna Kalra, we are organizing workshops, added SIGS – in IPR/Compliance, Manufacturing/IOT, and Sales/Marketing, we have a new helpdesk for HR issues …

We have an amazing team – Sameer Jain, Amulya Shukla, Hridesh Madan, Raman Chadha, Ravi Sharma, Rohit Aggarwal, also supported by an amazing secretariat – Harpreet Minhas, Chanderjot and Varun Vasisht. And under the watchful eyes of a Governing Council that preserves continuity and

Our membership has crossed 200, our members have grown and scaled their businesses. This year we look forward to continuing the momentum and making an even larger impact in the region.

inducts fresh energy.

Look forward to your continued support – material, money and mind - to collectively grow and help others grow and make our chapter a beacon of entrepreneurship.

With Regards

Alok Ramsisaria
President – TiE Chandigarh

Lufthansa Runway to Success Mentoring Program

Held at the PHD Chambers on 11.Aug. 2017 , the programme had three intense and engrossing sessions. The take-aways from each session are summarised below:

SESSION ONE

Topic: Conversion Related Digital Marketing

Speakers:

1. Mr. Brahm Alreja (Director – Innovative Incentives & Rewards (P) Ltd.)
2. Mr. Sameer Jain (CEO – Net Solutions)
3. Mr. Ravi Sharma (CEO – Webomaze Technologies)

Discussion

- Have a marketing and sales playbook.
- A good digital marketing plan is not difficult, but it is built up on a foundation of basic tools.
- Arm your sales/marketing team with the tools they need, when they need them Compete for customer's attention.
- Have a professionally made business website.
- Post valuable and quality content on your website to attract traffic.
- Be responsive to the queries of the customers who visit your website
- Be prompt in connecting with the customer - use Whatsapp or Skype Video Calls etc.
- If budget allows, create other digital properties like Facebook Page, Twitter Account,

Youtube Channel etc.

SESSION TWO

Topic: Predictive Data Analytics

Speakers:

1 Mr. Alok Ramsisaria (CEO-Grazitti Interactive)

2. Mr. Navdeep Gill (Xenon Stack)

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Runway to Success
Season 5
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Discussion

- Analytics is Descriptive and Diagnostic.
- Descriptive Analytics tells us what's happening.
- If you are an HR person and you need to know how many people come in for interview, how many joined and how many proved to be good employees.
- Diagnostic Analytics uncovers where and what went wrong.
- Many opportunities are there today of building new IP in analytics space especially predictive analytics.
- Predictive Analytics surmises outcomes from measurable variables and it operates on real time transactions.
- Data mining uncovers relationship between measurable variables and it operates on gather data over period of time
- But in industries like Telecom - obtaining data is a challenge to analytics.

SESSION THREE

Topic: Understanding Start-up Investing

Speakers:

1. Mr.Girish Shivani (Executive Director & Fund Manager Youngest Venture Capital)
2. Mr. Munish Jauhar (CEO-Greycell Technologies)
3. Mr.Kunal Nandwani(Co-Founder, Utrade Solutions)

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Discussion

If you are an investor:

- Money invested should be written-off in the mind..
- Do not ask for immediate return on investment.
- Help the business you've invested in with your contacts.
- Spend time with the invested business and share advice to make money.
- Network - make as many contacts as possible.
- For selection of a good team, spend five times more time of what you are working for.

If you are an entrepreneur wanting to raise capital:

- Feel free to reach out to investors.
- Meeting investors in person is the best, if not, contact them on social sites.
- Research about the investors before contacting them.

TiE Young Entrepreneur's (TYE) Program Launch:

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- TiE Chandigarh launched TIE Young Entrepreneurs Program on 11th August 2017 at PHD Chamber of Commerce.
- This is the first and one of a kind of entrepreneurship program which trains students from classes 9th -12th.
- TiE President, Mr. Alok Ramsisaria, gave an overview of what TiE does, whereas Mr. Sameer Jain, CEO – Net Solutions motivated students by sharing his success story.
- TYE core committee member, Ms. Prerna Kalra, shared insights about the program; Mr. Sunil Jain shared his experience being part of TYE program Delhi few years ago.
- Mr. Robin Aggarwal thanked all the parents present at the launch for their support.

- The first session of TYE program was held on 19th August where Mr. Gaurav Vasishta, CEO – Pindersson Wealth Management, shared his journey of being an entrepreneur and motivated students to pursue entrepreneurship

- Mr. Karminderjit Ghuman, Professor- Thapar University, addressed the students on what makes a successful entrepreneur and how to choose an idea.

My Story Session

Speaker - Vishal Chalana, Co-founder, Winshuttle

Foundation - Worked at Quark in product development, went to the US for masters degree in image marketing, dropped out of the masters degree, started Winshuttle, was the only developer moved to Chandigarh.

Infancy - It was the only Enterprise Software marketing company that time - developing, selling and marketing software. Today, it has 350 people worldwide in 7 different countries, US being the headquarters

First Initiative - TV set-top boxes, with features as telephoning to video on demand to many things to do. It failed because it was too early for the market to adopt, could have had a simple form and been successful

Influencing Factors – starting Winshuttle was not at all dramatic, it was a long process of discussing, figuring what do, where to start and then getting to understand things. There were three founders but none has experience of enterprise software. Lesson – if you want to do it, you can – with or without expertise.

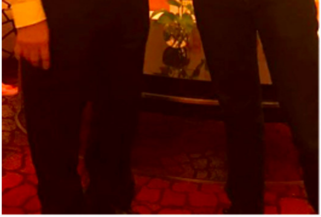
Inspiration –the journey being exciting and challenging - enjoying the journey matters, and getting deeply involved in the process helps.

Goals - goal is the journey itself, enjoying the journey, being the part of the journey is much larger happiness than trying to achieve a certain thing.

Learning - if you are driven by the desire for money, which most of the entrepreneurs are, then it is not correct, one must get driven by the desire of adding value to the customers' businesses.

Philosophy - Persistence pays – a lot of entrepreneurs want to make it large very quickly, that doesn't work, it takes a lot of time, it is the whole game of persistence, of being there and keeping doing it over and over, again and again and trying to do better job each time.

Advice - Do things passionately and do what you love, that is what works.



Session on "Valuation & Funding"

Speaker - Vikrant Raina, Managing Partner, BV Investment Partners, LLC

- BV Investment Partners' approach to investing is to develop lasting partnership with all portfolio company shareholders.
- BV grows their portfolio company's value by helping it to sustainably grow revenue and earnings.
- They play role as board members and advisors, not as operators.
- To invest in an entrepreneur depends on his desire to take the investor as a partner, to learn from the latter and make mistakes together.
- BV invests a minimum of USD 25 million for 50.1% ownership.
- Good investor has to divorce emotions from their decisions.
- **A piece of advice**: Do not believe everything you read in papers and in particular valuations that are headlined.

TIE- IKGPTU Awareness Camps

TiE – IKGPTU Business plan competition was launched in July 2017 at IKGPTU main campus, Kapurthala. Awareness camps are being organized in different colleges across Punjab to aware student about entrepreneurship and asking them to participate in the business plan competition being jointly organized by TiE and IKGPTU. TiE members are travelling to different location to spread the message of entrepreneurship amongst the students. They share their success story and motivate students to be an entrepreneur.

Following Tie Members visited colleges for the camps:

Ms. Manjula Sularia - CEO, Transformers Creators Chandigarh

Mr. Ravi Sharma - CEO, Webomaze Technologies

Mr. Gaurav Vasishta - Managing Partner-Pindersson Financial Management

Mr. Maneet Singh - CEO-ADI Group

Mr. Manu Mehta - Director, Fore Solutions (P) LTD

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A Joint Initiative
PTU
TiE

Welcoming New Members who joined TiE Fraternity in August 2017

Charter Members:

Dr. Karminderjit Singh, Thapar University

Dr. M.D Singh, Thapar University

Upcoming Events

Chai with TiE- Scaling Sales

26th September 2017

Chai with TiE- Manufacturing

10th October 2017

Workshop on IPR, Insurance & Compliance

Dr. Karun Verma (Member)

Members:

Prabhjot Bedi
President and CEO, Eclat Hospitality

Arvind Tuli
Founder Partner, IQATC Education

Priyanka Sud
Advocate

Manisha Kathooria
Co-founder and Director
Kays Harbor Technologies Pvt. Ltd.

14th October 2017

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