

NEWSLETTER OF TIE CHANDIGARH
MENTOR
Month of November - December, 2017



**ENTREPRENEURSHIP
IN THE AGE OF DISRUPTION**

Date: 8th - 9th March, 2018

Venue: Indian School Of Business, Mohali

Avail **Early Bird discount**
for attending Workshops
on **8th March and full
day event** plus Gala
Dinner on 9th March 2018

EARLYBIRD REGISTRATION

TiE Member- Rs. 999
Non- Member- Rs. 1499
Full- Time Student- Rs. 699

COMBO

TiE Chandigarh Membership
& TiECON Registration (Rs.9000)

*All prices are exclusive of 18% GST

For registrations, please visit www.tieconchd.com or

REGISTER HERE

REGISTER BEFORE 10TH JANUARY TO AVAIL THE OFFER!

@2018 TiECON Chandigarh All Rights Reserved. www.tieconchd.com

Tiecon Sponsors



Building Successful Enterprise in the phase of Global Challenges



TiE Chandigarh organized Charter Member meet with Mr. Ravi Narayan, Global Director, Microsoft Startup Growth Partners. Mr. Narayan has played a significant role in offering guidance and secrets of survival to the budding entrepreneurs in the Indian market. Discussing his early days in Ambala and higher studies in the United States, Mr. Narayan shared how and when he began his journey as an entrepreneur. From starting & selling his startup of making computers for federal government within 1.5 years to buying a company in Silicon Valley and transferring to India to becoming a mentor for promising entrepreneurs, Mr. Narayan walked a long journey to find the pits & falls of the Indian startup industry.

Flourishing as a mentor, Mr. Narayan got an offer from Microsoft to join their "Microsoft for Startups"; a program that helps startups grow. The program has been in India for around 5 years and has helped over 150 startups.

Mr. Narayan discussed the difference between how different startup markets around the world operate. Quoting India as the most "different & difficult" market to operate, he pointed out to the confusion that Indian startups suffer. Entrepreneurs have evolved in terms of decision making by utilizing the data available.

Sales (national & international), decision making, lack of exposure are some deficiencies in the Indian startup industry. Mr. Narayan outlines the ideal journey a startup should follow to establish and expand and recommends entrepreneurs and angel investors to be transparent and stay on the same page. Emphasizing the importance of learning, he admits of adapting to the changing trends in the entrepreneurship space. He also commended TiE for building a network where entrepreneurs can build contacts to flourish, which as per Mr. Narayan is a great way to seek advice & support.

Workshop on Intellectual Property & Insurance



In this digitized world, Intellectual Property is much more treasurable than any other precious metal. Sadly, the young entrepreneurs of India aren't aware of the many aspects of Intellectual property and copyrights. To help the budding corporates of India, The Indus Entrepreneur (TiE) organized a workshop on Intellectual Property & Insurance, wherein, the intellects of the industry enlighten the audience with their experience.

The Intellectual Property session was taken by Mr. Jitin Talwar, Founder- TT Consultants and his team. They covered everything entrepreneurs need to know about an Intellectual property, data compliance requirements, the need for data usage and backup framework Open source issues (licensing & compliance).

- The foundation of the Intellectual property is laid by the formation of a sound copyright strategy.
- Patents & Industrial Designs, trademark and copyright are the three important aspects of intellectual property. The cost of any product is determined by its physical value added with its intellectual property value (technology, design, trademark, logo, copyright) that is exercised on the product. Protection of these rights is important to ensure your product has the highest value, as well as your business, is legally safe.
- Software Asset Management (SAM) Audit is a critical aspect of running a business and the audit report decides the legality of the business.
- Copyrights are different for different purposes; the company has to use the software as per its copyright – Commercially or personally. Especially in case of acquisition or mergers, the copyright of any intellectual property should be transferred to the new owner.
- Patents, on the other hand, offer the sole ownership to the person for a set period of time and limit the rights of others to make or employ anything similar.
- Patents can be utility patents or a design patent depending upon the functionality and there are some inventions that can be registered under both the categories.
- Similarly, a trademark must be carefully handled by a company. It is the sign, logo, and name or design that distinguishes a company from some other company.



The session on insurance was taken by the Bajaj Allianz team. Understanding the insurance for liability is utmost important for the budding businessman, there are several potential threats and reasons that a company may get accused of customer harm or become theory of cybercrime.

Introducing themselves as a fundamentals-driven company, Mr.Kiran Lokhande describes Bajaj Allianz as one of the leading Insurance Company offering a varied product range to its customers. The company has 200 plus physical offices wherein thousands of workers work dedicatedly. Mr.Lokhande described the many features of the company and how they became one of the insurance giants of India. Winning the trust & credibility of customers, the company has a clear balance sheet and won some reputed awards and recognition.

- Mr. Lokhande mentioned there are two different types of risks that happen because of IPR infringement- risk where I breach in someone's idea, by mistake or intentionally and they file a complaint against you and the second type is vice versa. There is a list of rules that guard the offensive and defensive rights of property rights.
- The insurance requirement is different for different types of industry. While an IT company catering to its client needs a professional indemnity cover a manufacturing company you need cover against customer product liability complaint of harm by product or more.
- Buying any regular Insurance (employee benefit or GNC) is not the solution as they do not offer any cover for employee allegation or suits.
- He also explained that liability policy requirement and cover depend upon the earnings and deep pockets of the company.

Hackathon

TiE Chandigarh Hackathon is an annual coding event, one of the biggest in North India in which a large number of people/students meet for collaborative programming. Hackathon was held on 17th -19th November 2017 at STPI, Mohali. At this event students and professionals from all over Punjab, Himachal, HP, Chandigarh and New Delhi participated and had to pass a rigorous screening technical and aptitude test. 110 teams registered for the Hackathon, out of which only 22 have been shortlisted to move forward for the event. The event ran continuously for over 48 hours



at STPI building in Mohali.. This is the unique format of a Hackathon, where teams (or individuals) try to solve challenging problems within a short deadline of a couple of days. It is quite popular in the US and has been a great boost to the start-up ecosystem there, especially after great success at last year's TIE Hackathon.

Candidates were given problem statements around which they must develop a software solution - a website, an app, etc. They have 48 continuous hours to attempt the problem and come up with a creative and complete solution. The problems statements given were:

1. Computer vision - Car detection system
2. Audio sensing problem
3. Photo Stitching

With prizes worth Rs. 1 lakh in cash (plus other big goodies) for a 48 hour continuous stint, it's a major incentive for smart and intelligent Software Engineers and innovators to participate in such an event. Apart from the prize money, we provide a great opportunity for candidates to win acclaim amongst the programmer community, get training & job opportunities at TiE Chandigarh partner companies and the sponsors of the event. There are also goodies for participants - including Amazon Web Services credits, merchandise and memorabilia by the sponsors. All logistics are covered by TiE Chandigarh for the entire event with support from the venue partner STPI. The presence of STPI in the Tri-City region has created a conducive environment for some of the leading IT companies to set up their operations.



Workshop on Sales - Confessions of a Sales Hunter



Gaurav Kumar is associated with Beyond Codes since 1997 and is the Executive Director of TIE SoCAL in LA. After running a successful radio station in collaboration with A.R. Rahman, Gaurav is now focused on helping Indian companies get more business in the U.S. to help the Indian economy. Managing a number of events to help Indian IT businesses in all aspects of the business including vendor management, research, Supply Chain Management, compliance, resourcing and more.

Explaining the importance of hunting the customers, Gaurav states that the three rules to grow your business is either –get more customer, get your customers buy more or get them buy more frequently. The Indian companies are good with the latter two rules but struggle with hunting

customers.

He emphasizes on understanding the role of hunter (finding & qualifying a lead) & farmer (building the relationship to closing the deal). Each role demands a different skill set and thus cannot be done by a single person.

Talking about the digital aspect of marketing, Gaurav mentioned how much a company, in today's era, needs to have expertise in digital marketing and all its forms (social media, email marketing and more). He further explains that any digital campaign becomes a success when the marketing supports it. Businesses must develop a clear marketing program to ensure that you have enough data to feed to the leads generated through the digital program.

Referring to the enhanced use of cold calls, he said that cold calls only generate cold responses. It is always great to schedule calls with the client to earn time, focus and ultimately business. It is always great to have a chain of the employee to put into any project.

Closing the session, Gaurav talked about having tools to flourish a business, but one must ensure that the person you hire for any profile, have the right skillset. Otherwise, you will have nothing but losses for yourself and for the employee you hire.



My Story Session



The Indus Entrepreneur (TIE) organized a story session with Mr. Yashovardhan Saboo, Founder-KDDL Ltd and Owner- Ethos Swiss Watches Studio where he shared his entrepreneurial journey with the members.

Mr. Saboo spoke about the ability to learn and how an entrepreneur can best accumulate knowledge through self-learning. He also highlighted that we are living in the world of probability and how this probability affects everything we do. Grown up in a business family, he had an early life exposure to the workings of factories all around the world. Visiting a facility, he understood the value of skill,

precision and quality.

Quoting various examples, Mr. Saboo explained how he started his entrepreneurial journey. He stepped into the business, following the steps of a then renowned businessman he started his factory with an initial investment of 60-70 lakh but fell victim to a political conspiracy. He shared his experiences and how he handled the situation when his primary order was canceled just as he was all set to produce. In between the loss with HMT and bagging an order from Titan he learned a lot.

He also admitted that he was a reluctant entrepreneur at the start. He underestimated himself but never quit, instead he thought how he can make his business can be retained and turn around to a huge success.

Struggling to fight with the changing Government import & export laws, consumer behavior & many other business obstructions, he finally managed to sell some reputed watch brand in the Indian market. From best shops at malls to huge stores at airports, he established a huge empire of 40 stores and 400 crores business.

Today, he believes that skills matter in every sector including manufacturing as well as retail. He gave great importance to valuing skills to make a business a huge success. Closing the session, Mr. Saboo shared his opinion on the future of retail as "Online is the reality but offline will never be history."



New Members who joined TiE Chandigarh

in the month of November - December 2017

Charter Member:

Sumeer Walia : Director- Chitkara University

Member:

Suhas Chaudhary : Head, India - Trip Suppliers Pvt. Ltd.

S. Sivakumar : Director - Arcadia Vacations Pvt. Ltd.

Aseem Pawar : Partner and co- founder- Poodle Works

Lavi Gupta : Industrial Trainer - Easy Web Solutions

Kusha Kalra : Success and Happiness Coach and Corporate Trainer - Happy Lives

Gagandeep Singh Arora : Founder- Genikon services private limited

Joydeep Singh : Partner and co- founder- Poodle Works

Annual Sponsors



Upcoming Events

Startup Yatra- Road to TiECON

Date: 18th January 2018

Venue: NIT, Jalandhar

Startup Strides - A million Steps to Entrepreneurship (3kms & 5kms Marathon)

Date: 4th February 2018

Startup Yatra- Road to TiECON

Date: 25th January 2018

Venue: Thapar University, Patiala

Startup Yatra- Road to TiECON

Date: 16th February 2018

Venue: Chandigarh

Startup Yatra- Road to TiECON

Date: 1st February 2018

Venue: InCube8er, Ludhiana

TiECON Chandigarh

Date- 8th- 9th March 2018

Venue: Indian School of Business(ISB), Mohali

Contact us

TiE Chandigarh : Net Solutions, Site No. - 15, Rajiv Gandhi Technology Park, Chandigarh- 160101

Email: harpreet@tiechandigarh.org **Website:** www.chandigarh.tie.org

Harpreet Minhas - Executive Director

Mobile: +91-9988005124

Email: harpreet@tiechandigarh.org

Secretariat Timings

Monday-Friday

9:30 am - 5:30 pm

TiE Global

2903 Bunker Hill in Suite 150

Santa Clara, CA 95054

www.tie.org



www.facebook.com/tiechandigarh



twitter.com/TiEChandigarhs