

We help you to cultivate your idea...

...with
*Start Your
Business
Program*



BHARATIYA VIDYA BHAVAN'S

S.P. Jain Institute of Management & Research

India today provides opportunities for starting a wide variety of businesses. A growing, globally connected economy is fuelling the desire for better products and services. Executives, professionals and nextgen family business members with promising business ideas are keen to start their own ventures. Ideas and money are not constraints - having the know - how to start a sustainable business, is .

The Start Your Business Program

The Start Your Business (SYB) Program serves potential entrepreneurs with a business idea that they are keen to convert into a sustainable business. This program will assist them in acquiring the knowledge, skills, and attitude for realizing their vision of becoming a successful entrepreneur.

In the words of Prof Suresh Rao, SYB Program Coordinator, and Chairperson, Center for Entrepreneurship at S. P. Jain Institute of Management and Research (SPJIMR), "We believe there is an unmet need among potential entrepreneurs for learning how to start and grow a business profitably and the program would serve that need".

Who is the Program for?

The program is for working executives, practicing professionals, nextgen family business members, graduates with business ideas, ex-servicemen and even fresh graduates - wanting to start their own venture.

Entrepreneurs in the early stages of setting up their venture will also find this program very useful for writing their business plan .

The SYB Program can also help graduating students to get a headstart in new economy ventures.

Program Objectives

- Transform your business idea into a sustainable business venture
- Develop your real life business plan
- Network with executives from financial institutions, venture capitalists, entrepreneurs and start-up professionals

Program Features

- This is the first program of its kind
- The program is specifically defined to serve the needs of start-up entrepreneurs
- The limited number of participants per batch enables individual attention
- Experienced, in house and visiting faculty teach the hard and soft skills for starting a venture successfully
- Pedagogy provides for meaningful and candid interactions with entrepreneurs and investors
- The Start Your Business (SYB) Program is business neutral
- The program pedagogy offers scope for rich learning through continuous interaction among participants

Eligibility

- Graduation, business idea(s) and ready to create a new venture.
- Early stage entrepreneurs looking to acquire business management skills and insights for profitable growth.
- Nexgen family business members, with entrepreneurial aspirations to start-off on their own steam.

Duration

- The SYB Program extends over 17 weekends with full day session on Saturday and half day on Sunday.
- The schedule for Saturday will be from 9.30 a.m. To 6.15 p.m. and for Sunday from 9.30 a.m. to 1.30 p.m, with tea and lunch breaks.



SYB Participant with certificate of participation

Program Schedule

Module I: Understanding the mindset of an entrepreneur

Weekend	Theme
1	Workshop on identifying yourself as an entrepreneur
2	Leadership and team building for a new venture/ Overcoming fear of failure
3	What does it take to run an entrepreneurial venture/ Interactions with an entrepreneur and VC

Module II: Developing your idea to an opportunity

Weekend	Theme
4	Exploring environmental factors impacting the business idea/ Assessing attractiveness of the idea
5	Evolving the value proposition to the identified customer segment/ Making the business model work/ Identifying critical success factors for sustaining the business/ Insights from entrepreneur, marketer and investor
6	Feedback on participant's identification of business opportunities/ Guidance from marketers.
7	Presentation of participants identification of business opportunities

Module III: Managing the start-up

Weekend	Theme
8	Setting business goals and strategy for a new venture
9	Learning cash flow and company financials
10	Operationalizing the start-up
11	Statutory requirements for starting a new venture/ Bootstrapping, raising money, term sheet
12	Negotiating and communication skills/ sourcing key staff

Module IV: Developing an actionable business plan

Weekend	Theme
13	Outline of a business plan/ Business plan : Entrepreneurs perspective/ Business plan : VC's perspective
14	Break even/ Enterprise Valuation/ Financial Projections
15	Developing the marketing plan
16	Operationalizing the business plan/ Getting the business plan elements together
17	Presentation of business plan before investors and marketers

Participant Updates

S C Kalia, provides recruitment and retention solutions to the corporate world to make their middle level positions stronger. Personalized services to the clients including post-placement services is the focus area of Knights & Bishops™. With personalized service, they build long lasting relationships that go much beyond recruitment and retention. The range of services offered by Knights & Bishops™, include middle level recruitments and corporate training programs on Performance Appraisal, Art of Delegation, Interviewing Skills, HR for Non-HR Managers, etc. Mr. Kalia chose to join the Start Your Business Program after over 20 years of corporate experience.



Web Site: www.knightsandbishops.com

NetPrice's interactive tools enable brands that depend on conventional advertisement and distribution networks to accurately measure the response as well as provide real time dynamic response to consumer requests for goods and services at local level, thereby improving both short and long term efficiency of such promotional advertisements. NetPrice tools thus remove inefficiencies in managing leads through "Call for Action" promotions and enhancing revenues as well as ROI measurement of such campaigns. NetPrice Services Private Limited has been founded by S.P.Jain FMB Alumnus & SYB Batch01 participant Mitesh L Thakker and has a dedicated team of 12 people at 2 Locations (Mumbai & Chennai). The company has beta customers and is attracting investor interest.



Bridge Accommodations , founded by **Kulpreet S Chadha**, provides hassle free, end- to- end accommodation services for working professionals. The services range from providing fully furnished environment to services such as meals, housekeeping, laundry, electricity, cable, etc.



More than 500 working professionals and students are staying in Bridge Apartments and Hostels. Bridge Cumulus is operating in Mumbai and Kota, and it has both diversification and expansion plans on the cards.



Participants Comments

“The seventeen weekends spent here have changed our outlook towards business as well as life. I am sure all twenty of us have in some way or the other, have had a positive effect on each other. The contribution of the faculty of the programme cannot be expressed in words. My heartfelt thanks to each and every Guru.”

Siddhesh Ajgaonkar- Participant of SYB Batch04

“I have finally broken through the barrier! ... resigned and now completely following the dream. Our first Auto-Annealer (as we call it) is running successfully from last one month, though needed some modifications and still needs some improvements. But it has been a great learning and our future machines will be far more superior for sure. Now having the confidence, we have started marketing the product to get our hands full with orders and target the turnover as per our business plan.

Yogesh Rane, Participant of SYB Batch03

“I have taken over the wheel completely, we are now expanding at a rapid pace, though our turnovers have remained the same as last year, there has been a product shift so our gross profit margins have sky rocketed, we have cut the losers and brought in new winners. It is only after the SYB course we have done very well.

Now is the best part of the journey, in spite of all of this I am very free in terms of time dedicated to day to day work. I once again take this opportunity to thank you and the entire team of S.P. Jain for the success achieved by me in this short span.”

Akash Doshi, S. Doshi Papers Industries Pvt Ltd., Participant of SYB Batch02

What is the profile of participants?

Most are in 20-40 age group. The participants of SYB are from diverse backgrounds like software engineers, cosmetologist, gemologists, fashion designing etc and freshers with a business idea. There are members from family businesses of textile exports, hotels, exports of

advertising materials, flexible packing material, online lotteries and many more.

Is incubation for the start-up venture possible?

Center For Entrepreneurship, SPJIMR offers ready-plug and play office infrastructure for select start-up ventures of the SYB program.

Fees

The fee per participant for SYB Weekend Program is Rs. 60,000/-

For additional information contact:

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Guidance Panel of entrepreneurs and investors listening to SYB04 participants presenting their business ideas

■ SYB08 Weekend Program commences

27th March '2010

To apply please visit

<http://www.spjimr.org/syb/admissions.asp>



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