



Startup Master Class 2017 – Realizing Dreams

Workshop Agenda

Technical Workshops - Track 1

1. Exploring Blockchain Technology (1 hour, 10:00 AM – 11:00 AM) – Karthik Mandaville (CEO, Springrole)

Blockchain Fundamentals: What is it and How big is the market? ABC of Blockchain Technology. What are Smart Contracts, Cryptocurrencies. Industry use cases etc

Tea Break (11:00 AM – 11:15 AM)

2. Emerging Technologies for Government Services (45 minutes, 11:15 AM to 12:00 PM) – Sanjay Sahay, Additional Director General of Police, Cyber Police, Government of Karnataka

As AI seems to be engulfing the world with a breathtaking pace, the govt. cannot be left behind in using this technology. As the repository of huge multidimensional databases of citizens engaged in different interfaces with the govt. and the biggest and multifarious service provider to its citizens, AI can do wonders to the service delivery mechanism in this country. This session is meant to find ways and means to collaborate with the Start Up fraternity in this regard. Corporate and Start Ups alike have been rendering yeomen service to govts and thus the citizens in areas of security, counter terrorism, general governance & better operations of developmental activities worldwide and thus there is no reason why it cannot happen in a big way in India. Minds have to come together from both the sides to harness this exponential technology for the benefit of this country.

3. Artificial Intelligence and Deep Learning – A Big Short Introduction (1 hour 30 minutes, 12:00 PM – 1:30 PM) – Subrat Panda (Capillary Technologies) and Naveen Manaswi (Mantra AI)

Historical perspective and the current state of digital disruption, Market Landscape, Perspectives and uses in financial markets, healthcare, manufacturing/robotics and Retail. Introducing Tensorflow and building MLP, CNN, RNN and LSTM models using Tensorflow.

Lunch Break (1:30 PM – 2:30 PM)

4. Virtual / Augmented Reality Development (45 minutes, 2:30 PM – 3:15 PM) – Bonnie Mathews (SmartVizX)

- History of VR Development and Landscape
- Physical principles of VR including display, optics and orientation tracking
- Platforms available for VR Development (Oculus, Cardboard, Hololens etc.)
- Development Use cases (Examples like apps. WebVR, Games, etc.) and Important References

5. Building a SaaS Product – (45 minutes, 3:15 PM – 4:00 PM) – Vaibhav Agrawal, Lightspeed Venture Partners

This will be a fun interactive session on building SaaS companies! Vaibhav will tee up the conversation by discussing SaaS company archetypes, metrics and the stories they tell, and common pitfalls at early stages. Get ready for some fun worksheets and debate in small groups. And of course, plenty of informal Q&A.

Tea Break (4:00 PM – 4:15 PM)

6. Oracle Cloud Infrastructure – (1 hour, 4:15 PM – 5:15 PM) – Madhusudhan Rao, Cloud Technology mentor, Oracle Startup Cloud Accelerator

Understand world's best cloud infrastructure services. Peek into high performance compute and storage services, creating virtual machine instance on Oracle Cloud Infrastructure. Peek into function as a service and serverless architecture.



Technical Workshops - Track 2

1. High End Integrated Cognition for Startups to cross the Death Valleys Successfully – (1 hour, 10:00 AM – 11:00 AM) (Prof. Sudhir Sharan, RIMS, Bangalore)

This workshop exposes the modern entrepreneur to the various risks and coping methods. This workshop is innovative and simultaneously respects ancient wisdom while integrating it with modern discoveries in technology-management-spirituality-cognitive science fields.

Tea Break (11:00 AM – 11:15 AM)

2. Bullet Proofing your Startup (1 hour, 11:15 AM – 12:15 PM) – Ravi Challu, Founder, BulletProofYourStartup)

- From an Idea to Defining the Opportunity
- Establishing the Product market fit
- Creating a Go To Market Strategy
- Discovering your Business Model
- Scaling your business and funding

3. Funding 101: Raising Investment for your startup (1 hour 15 minutes, 12:15 PM – 1:30 PM)

This workshop may be one of the most important for those looking where to find the needed investment for your startup. What kind of fund should be appropriate for your startup? How should you pitch your company to the investors and so on

Lunch Break (1:30 PM – 2:30 PM)

4. Growing the value of brands scientifically – the logic behind the magic (45 mins, 2:30 PM – 3:15 PM), Raghu Vishwanath, MD, Verbrand Management Consulting Pvt. Ltd.

- How brands are as much a number, as they are a picture!
- The science of branding: deciding on the critical 'what' before the usual 'how'
- The need to manage all the 7Ps in a well-orchestrated manner.
- Need to quantitatively measure impact and effectiveness – what and how?

5. Get a Head Start with Design Thinking (45 minutes, 3:15 PM – 4:00 PM), Sonia Manchanda, Co-founder and Creative Chief, DREAM:IN

Learn how design thinking can help you create a team that can Feel, Think, and Do better. Learn techniques to understand your customers better, think visually and prototype faster. Identify your startup's Design Gaps. The Design Gap is the big difference between products that work reasonably well and brands products, services and experiences that people fall in love with. Technology and capital may well be the formula for startup success, but design is the catalyst for innovation.

Tea Break (4:00 PM – 4:15 PM)

6. Value Proposition and Strategy of Intellectual Property for Startups with case studies (1 hour, 4:15 PM – 5:15 PM) – IPExcel

- Basic introduction to IP and the forms of Intellectual Property such as patents, copyrights trademarks and designs.
- Benefits of filing patents and process for filing patents in India and abroad.
- Strategy for startups for filing patents.