



HARYANA ACCELERATOR PROGRAM "HAP"

(A TWO MONTHS / EIGHT WEEK VIRTUAL HARYANA ACCELERATOR PROGRAM)

ORGANIZED BY:



Department of
Information Technology
Electronics & Communication
Government of Haryana

POWERED BY:

STARTUP ACCELERATOR CHAMBER OF COMMERCE



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INTRODUCTION TO STARTUP HARYANA

Start-up Haryana is working towards encouraging and promoting Start-up Ecosystem in the State. Start-up Haryana is in association with various Govt. bodies like GeM, Make In India, Department for promotion of Industry & Internal Trade, Invest India etc. to develop start-up culture in the State. The department is helping connecting the industry to innovators in order to fill the gap between talent and opportunity.

Haryana is the home land of various new age entrepreneurs and is birth place of the many successful business magnets and large industrial houses of India. The Government of Haryana has developed an Entrepreneurship and Start-up Policy 2017 for providing assistance to start-ups and innovation. The core objective of this policy is to provide distinct levels of government support at every stage and to create a holistic and sustainable ecosystem. While the State economy is home to a strong manufacturing sector, it is maturing at a fast pace with the Services and IT sectors gaining ground, making Haryana well poised to initiate the start-up revolution.

PILLARS OF STARTUP HARYANA POLICY

- ❖ Infrastructure Augmentation**
- ❖ Fiscal Support**
- ❖ Fund of Fund**
- ❖ Regulatory Easing**
- ❖ Student Entrepreneurship**

VISION

To become a resourceful & inventive Start-up Hub of the country by supporting & assisting the new age innovators and entrepreneurial talents across the State of Haryana.

MISSION

- ❖ **Establishing an IT Start-up Hub in Gurugram**
- ❖ **Building Incubation Centres in all parts of State**
- ❖ **Creating a sustainable ecosystem of Innovation, R&D and Engineering in the State**
- ❖ **Aligning Haryana with the “Start-up India” flagship initiative of the Govt. of India**
- ❖ **Enhancing links between universities, research institutions and the business community**
- ❖ **Promoting businesses that are aligned with the region’s unique areas of opportunity**

OBJECTIVES

- ❖ **Attract INR 1500 Crores investments into the Incubation and Start-up Ecosystem in Haryana during policy period**
- ❖ **Establish at least 22 Technology / Business Incubators / Accelerators in each of the different sectors in every district of Haryana**
- ❖ **Develop 1 million Sq. Ft. of Incubation / Common Office Space**
- ❖ **Facilitate Venture capital funding of a minimum of INR 200 Crore to encourage / facilitate / incubate at least 500 start-ups**

INTRODUCTION TO SACC

Start-up Accelerator Chamber of Commerce was founded on 8th of August 2014 by Mr. Manipal Dhariwal (Serial Entrepreneur, Owner and Founder Netsmartz and Sebiz Group of Companies). The intent of this voluntary initiative was purely to help, nurture, mentor and guide the Start-ups and SMEs going through various challenges in scaling and setting up their business Ideas.

SACC is one of the regions most trusted and sought-after not for profit body with Certifications like 80G and 12AA, focused only in fostering of entrepreneurship, SACC has an active and voluntary pool of Mentors/Professionals/Entrepreneurs is growing and now its pool totals to 75. Also, SACC is managing its co-working space - Start-up in a box spread across 12000 sq. ft. of area at Sebiz Square, Sector 67 Mohali, housing over 50 entrepreneurs.

In pursuit of fostering entrepreneurship at grassroot levels, SACC is managing Department of Higher Education Haryana's Start-up Incubators at Panchkula, Karnal, Faridabad, Gurugram and Hisar each spread across approx. 3500 sq.ft. of area with seating capacity of more than 100 students at a time. Initiative was inaugurated by Hon'ble Education Minister Haryana on 10th April 2018 and today we proudly house more than 100 start-ups.

Start-up Incubator cum Centre of Excellence is a platform for students to work on their Entrepreneurial skills. The goal behind Start-up Incubator is to develop Self- Confidence, Entrepreneurial Skills and to build capacity among participants and encourage students to become job creators rather being job seekers.

SACC MISSION

The mission of SACC is to promote a likeminded entrepreneurial and Start-up friendly culture. To build a knowledge base for Start-Ups, Identify and support New Business Enterprises, Develop Business Ideation at School/College Level, Encourage Innovative Start-ups, develop and encourage Women entrepreneurs, develop a framework that creates Jobs, attract angel investments to the region and substantially increase the success rate of Innovative and New Technology Start-ups. Our goal is to provide a forum for effective business networking, thought exchange, create business opportunities within the Indian community.

INTRODUCTION TO HARYANA ACCELERATOR PROGRAM (HAP)

“ Haryana Accelerator Program” is an initiative taken by Start-up Haryana Department under the vision of CM Sh. Manohar Lal Khattar. It is a two months / eight-week virtual accelerator program designed by Start-up Accelerator Chamber of Commerce to help early stage start-ups to succeed in the journey called business. A total of 65 registered start-ups from across the State of Haryana, joined and benefited from the program.

For Whom

1. Early Stage Start-ups
2. Founders / Owners
3. Professionals

BENEFITS OF THE PROGRAM

1. Mentoring (One to one guidance with top mentors- Webinars)
2. Pitching (Funding is backbone but how to attain that)
3. Networking (Connects with prospects and who’s who of business world)
4. Practical Exposure (Practical classes by world class mentors)
5. World class practical knowledge on all aspects of business (Knowledge)
6. Certificate of Completion (Certificate on full completion of program)

TOPICS TO BE COVERED IN 2 MONTHS (8 WEEKS)

1. Problem Statement / Identification
2. One on One mentor connect
3. Market research
4. Target Market
5. Solution to problem
6. Identify competition
7. Pricing, Sales
8. Digital presence, lead generation
9. Legal Compliances
10. Financial Management

Schedule of Program

Week 1		
Session & Date	Lecture 1 (4PM-5PM)	Lecture 2 (5PM-6PM)
Session 1 (Tuesday) 4th August'2020	Topic: Introduction to program	Topic: Networking of Startups
	Speaker: Ekant Agarwal	Speaker: Sunant Grover
Session 2 (Thursday) 6th August'2020	Topic: Idea Selection/ Validation	Topic: Problem Identification
	Speaker: Ekant Agarwal	Speaker: Sunant Grover

Week 2		
Session	Lecture 1(4PM-5PM)	Lecture 2(5PM-6PM)
Session 3 (Tuesday) 11th August'2020	Topic: Market Research basics	Topic: Market Research in details with branding, marketing etc.
	Speaker: CJ Singh	Speaker: CJ Singh
Session 4 (Thursday) 13th August'2020	Topic: Selection of Target Market	Topic: Mentor session on how to target market
	Speaker: PK Khurana	Speaker: Sartaj Lamba

Week 3		
Session	Lecture 1(4PM-5PM)	Lecture 2(5PM-6PM)
Session 5 (Tuesday) 18th August'2020	Topic: Types of legal entities and benefits	Topic: Formation of an entity and registration process
	Speaker: Adv. Reema Bhandari	Speaker: Adv. Reema Bhandari
Session 6 (Thursday) 20th August'2020	Topic: Mentor Session on problem solving	Topic: Resolution to problem
	Speaker: Anuradha Chawla	Speaker: Anuradha Chawla

Week 4		
Session	Lecture 1(4PM-5PM)	Lecture 2(5PM-6PM)
Session 7 (Tuesday) 25th August'2020	Topic: Financial Management	Topic: Financial Management
	Speaker: CA Hitesh	Speaker: CA Hitesh
Session 8 (Thursday) 27th August'2020	Topic: MILLY Session	Topic: Mentor Session on Finance
	Speaker: Ekant Agarwal	Speaker: Gagan Uppal

Week 5		
Session & Date	Lecture 1 (4:00- 5:00 PM)	Lecture 2 (5:00- 6:00 PM)
Session 9 (Tuesday) 1st September' 2020	Topic: Identifying Competition	Topic: USP- Cracking the Competition
	Speaker: Sanjay Sachdeva	Speaker: Sanjay Sachdeva
Session 10 (Thursday) 3rd September'2020	Topic: MILLY	Topic: Mentor Session on Competition
	Speaker: Tanushree Chandra	Speaker: Hirdesh Madaan

Week 6		
Session	Lecture 1 (4:00- 5:00 PM)	Lecture 2 (5:00- 6:00 PM)
Session 11 (Tuesday) 8th September'2020	Topic: Product/ Service pricing	Topic: Discounting and Strategies
	Speaker: JD Ghai	Speaker: Deepak Chopra
Session 12 (Thursday) 10th September'2020	Topic: Mentor Session on pricing	Topic: Sales and its techniques
	Speaker: Hitesh Gulati	Speaker: Hitesh Gulati

Week 7		
Session	Lecture 1 (4:00- 5:00 PM)	Lecture 2 (5:00- 6:00 PM)
Session 13 (Tuesday) 15th September '2020	Topic: Online Sales	Topic: Offline Sales
	Speaker: Amit Doda	Speaker: Amit Doda
Session 14 (Thursday) 17th September'2020	Topic: Mentor Session on Sales	Topic: Inventory Management
	Speaker: Maninder Tuli	Speaker: Maninder Tulli

Week 8		
Session	Lecture 1 (4:00- 5:00 PM)	Lecture 2 (5:00- 6:00 PM)
Session 15 (Tuesday) 22ndSeptember'2020	Topic: Networking Session	Topic: Discussion on full course
	Speaker: Manjula Sularia	Speaker: Smriti Sharma
Session 16 (Thursday) 24th September'2020	Topic: Pitching	Topic: Conclusion Session
	Speaker: Vineet Khurana	Speaker: Ekant + Team

List of Our Mentors



Adv. Ekant Agarwal

Founder and CEO Ekant Associates

Legal Head – Netsmartz Infotech Pvt Ltd

Executive Director: Startup Accelerator Chamber of Commerce

Executive Director: Startup Incubator – Department of Higher Education - Haryana

He is a seasoned professional raised and educated in Chandigarh is an entrepreneur at heart and a visionary, who is the founder and CEO of Ekant Associates (Leading Law Firm) , Legal Head of Netsmartz and Sebiz Group of Companies and Executive Director of Startup Accelerator Chamber of Commerce and Startup Incubators at Panchkula , Karnal , Gurugram , Faridabad and Hisar under the aegis of Department of Higher Education – Haryana .

He is an accomplished advocate with a history of promoting effective legal, finance and business solutions that foster sustainable corporate growth for domestic and international business operations. Broad-based transactional experience with private and public companies, which is complemented by an in depth understanding of the litigation process.

Also, Fostering entrepreneurship in the region is a kind of passion to Ekant and in this pursuit he has taken the reigns of the first ever co-working space for Startups in Panjab, named "STARTUP IN A BOX" www.startupinabox.in and a Chamber of Commerce “Startup Accelerator Chamber of Commerce” www.saccindia.org as its Executive Director.

On a personal level he is a self-driven person who always like to uplift the society, he is a accomplished motivator, has been awarded many number of times for his contribution towards the growth of society. He is also a spiritual person always thriving to become a better human being, desirous to learn from every creation of almighty.

He also holds a bachelor’s degree in Commerce, a Bachelor’s Degree in Law and a Master’s in Business Administration.

Associations:

- *Member of Startup Incubator Committee – Gulzar Group of Institutions*
- *Member of Institutional Innovation Council – MCM DAV College, Chandigarh.*
- *Member of Punjab and Haryana High Court Bar Association*
- *Member of District Bar Association of Chandigarh*
- *Member of Bar Council of Punjab and Haryana*
- *Core Member – Startup Accelerator Chamber of Commerce*
- *Member of Lake Sports Club Chandigarh.*



Ms. Tanushree Chandra

An Enthusiastic Soft Skill and Certified Personality Development Trainer from Regional institute of English, Chandigarh. Possess a strong track record in improving Scores, better placements and teaching effectively. Ability to be a team player and resolve problem and conflicts professionally as an administrator.

With an experience of 7 years in projects of Skill and Corporate Training has afforded me a well- rounded skill set, including first rate listening and counselling abilities. Skilled at communicating complex information in a simple and entertaining manner.

Over the course of my career, have worked in several different areas, across different levels including Research & Development, Teaching in Colleges, Schools and Govt. Skill Training Centre across Punjab.

Strong believer of ‘Arise, Awake, stop not till the Goal is reached.’

Being from Economics and Mass Comm. Background has good analytical and expressive Skills respectively. Passionate about Theatre and worked in some Bengali and Punjabi theatre Projects. Certified Yoga Instructor from SVYASA University of Yoga, Bangalore. Keen Social Worker. Love to Explore new things and endeavours.



Mr. Sunant Grover

FOUNDER DIRECTOR at THE CAREER MAKERS

Sunant Grover is Mathematician by Education. Worked as Master Franchisee & Franchisee for various companies in the territory of Haryana. He has played a major role in network building, team management & marketing campaign. He has worked as Nodal Partner with Department of Distance Learning, Kurukshetra University, Kurukshetra for 5 years. He has managed his own institute having capacity of 350+ students pursuing Undergraduate & Postgraduate courses. He is having a 20+ years' experience in teaching and training Mathematics, Digital Electronics, Computers, General Aptitude and Soft skills. He is voluntarily training students from various underprivileged segments of society in his domains of expertise. He has keen interest in ancient sciences and he is practitioner & trainer of sciences like Vedic Mathematics, Vaastu Shastra, Astrology, Numerology etc. He is also practitioner of Neuro Linguistic Programming (NLP), an Applied Section of Modern Human Psychology. Being in touch with student community he understands the needs and calibre of students. Therefore, encouraging student community to come forward to become Entrepreneur of future. He is writer, reader, trainer and learner by his nature.

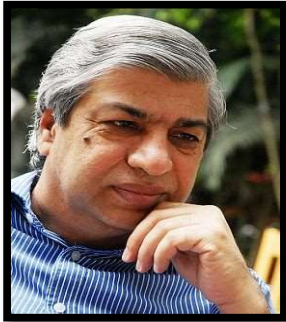


Mr. C.J Singh

ADVISOR, SACC INDIA

FOUNDER- CORE PR CHANDIGARH, INDIA

C.J. Singh is a strategic communication expert with over 30 years of experience in journalism, corporate communication, broadcasting, and executive coaching. A creative genius and a self-made entrepreneur, C.J. has a gifted eye that crafts perfect branding and advertising solutions.



Mr. PK Khurana

Chairman-cum-Managing Director at QuikRelations Private Limited

**Founder & Chief Mentor, Mind Miracles Global
Founder Jade**

PK Khurana, a former director of marketing at a newspaper group, is a passionate entrepreneur with vast experience in the public relations domain. He left his job in 1999 to start his PR consultancy and accumulated experience and courage for a risky venture. Khurana's love for Chinese and Thai food brought him to the concept of healthy Chinese food. He wanted to offer similar taste to everyone and the chance to sit at home and order it.



Ms. SARTAJ LAMBA

Chairperson AJ Group of companies Founder & CEO at BUDDY CABS

Ms. Sartaj Lamba is the chairperson of Aj Group of Companies, declared as Outstanding Business Women 2018. Aj travels Pvt. Ltd is a travel destination management company in India, providing outbound and inbound travel solutions, recently have added a new vertical in the company's portfolio i.e. Medical care in India. The vision is to provide the

travellers with superior quality travel solutions, state of the art services with a dynamic blend of creativity, reliability and integrity.

USP of the company is to believe in maintaining long term relations, which stems from the core company value - which places family culture at the top. A privately owned woman enterprise that realizes the speed of response and attention to details having associations with CII, OTOAI, IATO and IAAI.



Ms. Reema Bhandari

Advocate & Mediator

Supreme Court of India

Punjab & Haryana High Court

Accredited Trainer for Mediators (under MCPC - Mediation & Conciliation Project Committee of Supreme Court of India)

Reema is a seasoned litigator and mediator with more than 25 years of experience in litigation and over a decade's experience in mediation. Associated with mediation since its inception in India (in 2007) as an alternate dispute mechanism, Reema has settled over more than 1000 disputes through mediation (mostly heavy contentious disputes referred by Courts). And as a trainer she has been conducting mediation training programmes for advocates under the aegis of MCPC.

In addition to her role as a litigator/mediator, Reema also advises (as well as conducts awareness programmes for) clients on complex cyber law related issues. And with her experience as visiting faculty to various law colleges and institutes (Campus Law Centre, Delhi University, Amity Law School, State Judicial Academies, State Legal Authorities, DANICS, etc.), periodically she conducts training programmes amongst others, on cyber laws for the judiciary, police, advocates and students in various states in India.



Ms. Anuradha Chawla
Founder I Director - Bbetter HR Solutions

Anuradha has over 16 years of experience as an HR in IT Sector. During her tenure, she has gained extensive knowledge of business operations, strategic decision-making and end-to-end human resources. She started her career as an HR executive and her natural people skills promoted her to the position of Director HR, Executive Assistant to CEO and Vice President Operations.

A trusted business advisory partner, she has extensive experience in developing the big picture and global mindset with cross-HR functional exposure. She is a people strategist and a situational leader who is efficient in maintaining effective employee relations with staff across all levels on day-to-day matters through career counseling, role enrichments, feedback sessions & settlement proceedings. With expertise in drafting and supervising HR Annual Operating Plan (including Budgeting) and charting HR Strategy along with CEO, she has traversed through entire organizational journey. Effective in empowering employees to voice their opinions and share grievances on a common platform. Highly involved in maintaining cost efficiency through recruitment, performance appraisals and innovative retention processes. She has effectively drafted organization policies and communicated them across organization at all levels for acceptance. Her work commonly involves managing client relations and business development with global clients. She specializes in final interviews, onboarding, induction, onsite and inclusivity, advancement planning, redressal issues, communication calendars, exit interviews, and much more.



Mr. Hitesh Jindal
Partner in Pandora Enterprises

Mr. Hitesh Jindal is a member of the Institute of Chartered Accountants of India co-founded The Pandora Enterprises in 2013 with a vision to provide one stop solution for all financial needs.

Mr. Jindal has extensive knowledge in Indian Taxation, Labour Law, Corporate & Business Law, Accounting & Audit Provisions and Information Technology Law and has worked with companies like Hindustan Unilever Limited, Ranbaxy Laboratory Limited, ITC Agri Tech, DCM Group, Commonwealth Youth Program Asia. He had been instrumental in Establishing Joint Venture of Sigma Freudenberg NOK (INDO-GERMAN-JAPAN) and participated actively in Mercedes Agency & KTM Dealership.

The Pandora Enterprises has developed a great relationship with almost every bank, NBFC and all investment companies and has a large base of loyal clients. It has been nominated by RedCarpet, a FinTech Company sponsored by Google, as a sole agent for Punjab and Haryana.



Mr. Gagan Uppal

Chartered Accountant & Heading the Finance & Accounts Department of Sebiz Infotech.

A qualified Chartered Accountant with more than 17 years' immense experience including 3 Years Article ship in the field of Statutory Audits, Accounts, Internal Audit and Financial management.

Currently working as HOD Finance and accounts in Sebiz Infotech Private Limited (Netsmartz Group) since September 2017. Demonstrated business acumen in leading & managing team, thereby achieving a higher rate of organic growth, effectively discharging the functions.

An effective communicator with strong analytical skills and effective people management & leadership abilities.



Mr. Sanjay Sachdeva

Ex- Director CII & Founder – People Management Solutions

Mr Sanjay Sachdeva is currently the Co-founder "People Management solutions", which is a HR consulting firm and in to business of Coaching in Leadership , Relationship and Happiness with a Mindset expert Advocating the Talent Engagement and other HR interventions in the Organisation.

People Management Solutions is also in partner with Simply HR (Renowned HR Consultancy firm) as Associate partner for North India.

The Learning Paathshala is exclusive training firm for the overall development of Employees , it is supported by the top most trainers and Coaches of India. The recently launched a new start-up called "Chalk n Duster "for the overall personality development of school and university going kids. He holds a Bachelors of Commerce from the University of Delhi, a MBA (HR) from M.D University and ICWAI , he also holds a One Year Post Graduate Diploma in HR too. He is certified ISO 9000 trainer and certified by Hay consultant for Job Evaluation.. Mr Sachdeva is a goal driven senior executive for over 25 years of multi industry experience (Automobile , Service , IT&ITES , Telecom , Beverages and last not the least Electronics) .He has worked at senior HR level positions for organisations like Escorts Ltd , Confederation of Indian Industry , Reliance Communications Ltd , Coca Cola India and IDS InfoTech and Secure Meters. He is specialised in all the verticals of HR from training, resourcing, compensation n benefits, employee engagements etc. He has played a very instrumental role in the development of HR, by participating and playing important role in Industrial bodies like, AIMA, HRD Network and was founder member of local chapter of AIMA (Faridabad Management Association).



Ms. Smriti Sharma (Centre Head at SACC, Gurugram)

Smriti Sharma is a communication expert by degree, a writer by passion and a community builder by profession. She grew up in a joint family and learnt her first lessons of community building at a young age. Having worked as a content, communication and community expert she believes in creating a difference through her work. Previously, she has headed the content of an outsourcing magazine, community of a co-working space having three branches and created advertising campaigns for several brands. In the various roles played, she has been the face and voice of the organization. Instrumental in organizing events such as team building and skill building. Smriti has won various accolades such as Best Person and Change Maker. In her free time, she teaches English to the under privileged segment of the society.



Mr. Hirdesh Madan -SACC GC Member

Founder Bulleye

President – TiE The Indus Entrepreneurs

Hirdesh Madan, (B.E, M.B.A., D.I.E.B.) Head Operation-North Bulls Eye, is a renowned speaker in Indian academic circles. He has trained thousands of students, teachers and corporate executives and is, according to many sections of the media, the moving force behind several pioneering initiatives in the education market.



Mr. J. D. Ghai
FOUNDER SANTABANTA.COM LTD.

Mr. Ghai is an accomplished entrepreneur, he started his company santabanta.com in December 1999 – almost 17 years now, he is engaged in brand development, web site traffic growth, web site UI and advertising revenue.



Mr. Deepak Chopra
PARTNER, ALPINE HOLIDAY INNS, Spiritual Entrepreneur, Event Curator, Author

Started his career with Larsen & Toubro, Mumbai But the bug of "being my own boss" was quite domineering.

Hence ventured into hospitality sector, one of his passions, maybe to satiate the urge of being a foodie.

Set up his boutique hotel "Alpine Heritage Residency" at Shimla -the first heritage hotel in the private sector in 1993. Then his urge to do more in life and to be in sync with the evolving times, he ventured into the information technology and ITES sector.

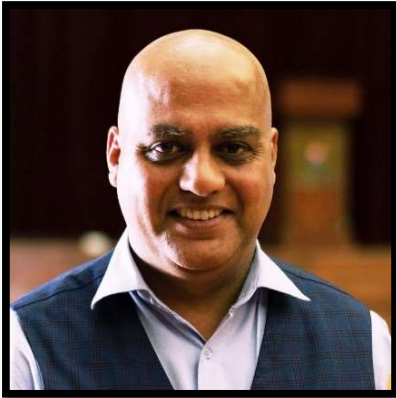
But that helped him to challenge himself. And in the process, discovered himself. Always trusted his inner voice which is also called INTUITION or Inner calling. This exposed him to the fine nuances of information technology - the amazing start up world, incubator and accelerator, and the challenges faced by the entrepreneurs.

With the massive experience of entrepreneurship, then he published his first book "MANTRAS FOR INNER PEACE" in 2014.

This was followed by another book and incidentally "THE SECRETS OF SUCCESS".

Well, life further introduced him to the universe of event management. A total virgin territory for him again. Have been curating lifestyle exhibitions, carnival, Auto expos, and Cyclothon for kids.

But the hunger to do more and explore diverse fields is not satiated still. And he keeps lighting this spark in his network too. To be resilient, adaptable, and hence to abstain from self -imprisonment caused by attachment.



Mr. Hitesh Kumar Gulati
Change & Organizational Development Consultant
DiversityAce Business Consulting

Mr Gulati is a Change & Organisational Development Consultant with eighteen (18) years of diversified experience in HR Transformation, Process Transformation, Product Development, GAP Analysis, Research Projects and Faculty Development Programs (FDP's). He is a Certified PPA Practitioner in Personal Profile Analysis (PPA) & Human Job Analysis (HJA), by Thomas International. He started his career with brands in NGO, IT/ ITES, Healthcare and VAS industry and

leading HR Transformational, Research projects in Food and Hospitality, Electrical Home Appliances, Steel, Textiles, Real Estate, Hospitality and Leisure, Education and Overseas Education Consulting industry at various locations in Northern India. Hitesh strongly advocate & promotes aligning of people, processes, competencies and culture with organisation's vision & employee's happiness, contributing to organizational growth.



MR. AMIT DODA
VP - DIGITAL MARKETING, NETSMARTZ

Amit Doda is a certified professional with 17+ years' experience in diverse areas of Online Marketing, Growth Marketing, and Demand Generation. He clutches in-depth understanding of "Corporate Branding" and "Digital Marketing" (market research, segmentation, strategy, campaigns), Social Media Marketing, Search Engine Marketing, Inorganic App acquisition, Online Presence Management (design, user experience, content,

localization), Mobile App Marketing, Display Marketing & Remarketing, Email marketing, Affiliate & Alliances Marketing.

Amit is managing a cross-functional team of 150 employees including Internet Marketing Professionals, Content Writers, Social Media Marketers, Software Engineers, DB specialists, Sales Advisors, E-commerce specialists, and Design experts. He is adept in identifying and developing relationships with key decision-makers in large global (USA, UK, Canada, Australia, etc.) corporates & enterprises for business development, suggesting most viable business plan & strategy for Product Marketing, Retail Marketing, Digital Marketing, Website design, and development projects & cultivating healthy relations with them for acquiring repeat business.



Ms. Manjula Sularia

**Life Skills Coach Director- Prasanchetas Foundation
CEO- The Transformers Value Creators**

A Well Renowned Life Skills Coach and Knowledge Entrepreneur, a JOSH TALK speaker, has been acknowledged and awarded as the Most Active Women Entrepreneur of Chandigarh Region.

She is the CEO of 'The Transformers Value Creators', a Nationally Renowned Life Skills Training & Knowledge Enterprise, where she has done intensive work in training and counselling lacs of individuals in Skills Enhancement, Creative Intelligence, Emotional Intelligence, Academics, Professionalism, HR, Management & Promoting Entrepreneurship !!

To further promote this entrepreneurial ecosystem, she has been mentoring individuals and conducting various workshops for the youth, budding entrepreneurs and even existing entrepreneurs to help individuals convert their ideas into business plans to initiate their own start up's and further excel as accomplished entrepreneurs.

As a Progressive Entrepreneur she is associated with organisations like, TIE (The Indus Entrepreneurs) and is a Mentor with SACC (Start-up Accelerator Chambers of Commerce)

Her story has also been narrated in the:

- JOSH TALK**
- State of Women Entrepreneurship in India**
- "She is Me" drive of Women Entrepreneurship Platform of Niti Aayog, as a Social Entrepreneur**
- Recognized as one of the Upcoming Women Entrepreneurs of the Country by Facebook**

Her own organization 'The Transformers Value Creators' has been awarded twice by The Ministry of Communication for excellence as a socially active unit in 2016 & 2018 respectively.

To carry forward her social initiatives, she came up with a Non-Profitable Organisation with the name of "Prasanchetas Foundation"

She has also won the Best Paper Award in an International Conference organized by RDA Jaipur, for Presenting her own venture.

With her outstanding writing skills, she has been contributing to writing of papers and journals in National and International Forums and is also instrumental in designing the course content for various graduate and post graduate programs.



Mr Maninder Singh Tuli

**DIGITAL MARKETING STRATEGIST | BUSINESS
CONSULTANT | MARKET RESEARCH | WHARTON**

He is having professional experience of more than 11 years in multiple fields likes Sales, Marketing, Business Management, IT Technology, Marketing etc. He has vast experience of Business Management for which he holds multiple job roles with different organisations. He is mentoring and appointed as the advisor to some start-ups for last 3 years in assisting setting the executions of their projects to designing the marketing strategies. He poses learning in different areas like Microsoft Project Program, ISO 9000 from Govt. of India, IPR from WIPO(Geneva), etc. He believes is in continuous learning with un-learning and change in strategies according to need is the road to success.



Mr. Vineet Khurana

**ONLINE MARKETING
FOUNDER & CEO VIPRASOFT CHANDIGARH, INDIA**

Vineet's risk taking ability and desire to follow his passion, let him to quit his job at Infosys, Bangalore and pursue his entrepreneurial journey in 2010. Starting early at 22 years of age, he now leads the sales and marketing team at Viprasoft, a company he is the Co-founder. Vineet loves to study the consumer behaviour and accordingly provide customised IT & Social Media related services. Undoubtedly, Vineet is a specialist in online lead generation for his prospective and present clients, thus adding value to their business. He is also a part of the organizing team of Joomla Day India and an Open Source technology speaker.

SESSION 1: Introduction to Haryana Accelerator Program & Networking of Start-ups.

Date: August 4th, 2020.

Speakers: Mr. Ekant Aggarwal & Mr. Sunant Grover

Description: Introduction to program, Team Start-up Haryana, Team SACC & among all the participant start-ups. Session was intended to networking of all start-ups and how to build relationship for growth of business.

STARTUP HARYANA
FIRST STEP OF SUCCESS

Session 1

Haryana Accelerator Program
Take your startup to the next level
August to October, 2020

Speaker

Adv. Ekant Agarwal
Executive Director of SACC & Founder - Ekant Associates

Sunant Grover
Founder Director at The Career Makers & Head, Startup Incubator, Karnal

Topic 1 [Date: August 4th, 2020] [Time: 4 PM to 5 PM IST]
Introduction to Haryana Accelerator Program

Takeaways:

- 360° perspective of the Haryana Accelerator Program
- Understanding Session wise structure of the Program
- Importance of the Program

Topic 2 [Date: August 4th, 2020] [Time: 5 PM to 6 PM IST]
Networking of Startups

Takeaways:

- Networking to widen the circle
- To develop relationships
- To engage with other professionals and share information

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- AB Abhinav Bangia (Guest) Guest
- AV amit vikram (Guest) Guest
- AB anshu bansal (Guest) Guest
- AA Anshul Arora Outside your organization
- AS Ashish Singh Guest
- A Atul (Guest) Guest
- DS Deepak Sharma (Guest) Guest
- EA EKANT AGARWAL Outside your organization
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- JS Jagdish Sharma Outside your organization

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16:03 04-08-2020

SESSION 2: Idea Selection/Validation and Problem Identification.

Date: August 6th, 2020.

Speakers: Mr. Ekant Aggarwal & Mr. Sunant Grover

Description: Session was intended to how to identify a problem and to validate an innovative idea to solve the problems. Discussion done on problem analysis techniques and idea selection process for a sustainable business model.

The graphic features the 'STARTUP HARYANA' logo with the tagline 'FIRST STEP OF SUCCESS'. The main title is 'Haryana Accelerator Program' with the subtitle 'Take your startup to the next level' and the dates 'August to October, 2020'. It lists two topics: 'Topic 1 [August 6th, 2020] [4 PM to 5 PM IST] Idea Selection/ Validation' and 'Topic 2 [August 6th, 2020] [5 PM to 6 PM IST] Problem Identification'. Mentors are listed as Adv. Ekant Aggarwal and Sunant Grover. A 'Powered by' logo for the Accelerator Chamber of Commerce is also present.

STARTUP HARYANA
FIRST STEP OF SUCCESS

Session 2

Haryana Accelerator Program
Take your startup to the next level
August to October, 2020

Mentor

Adv. Ekant Aggarwal
Executive Director of SACC & Founder - Ekant Associates

Sunant Grover
Founder Director at The Career Makers & Head, Startup Incubator, Karnal

Topic 1 [August 6th, 2020] [4 PM to 5 PM IST]
Idea Selection/ Validation
Takeaways:

- An action plan to validate any business idea
- Learn the art of ideating
- Ultimately a sustainable business model

Topic 2 [August 6th, 2020] [5 PM to 6 PM IST]
Problem Identification
Takeaways:

- Problem definition, problem identification
- Models and techniques to analyse problems.
- Tools to solve problems

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The screenshot shows a Zoom meeting interface. The main content is a slide titled 'WHY NETWORKING?' with four bullet points: 'Friendship', 'Opportunities', 'Referrals', and 'Connections'. The meeting controls at the bottom show participants: EKANT AGARWAL, SACC India, Smriti Sharma, and Sunant Grover. A 'People' sidebar on the right lists 47 attendees, including Abhinav Bangia, Abhishek Pathak, Amit Vikram, Anshul Arora, and others. A 'Request control' button is visible over the meeting controls.

WHY NETWORKING ?

- Friendship :** Business networking helps you to make great friends because you think alike. These friends are most likely to become the building block for your business.
- Opportunities :** Networking helps you to come across new opportunities such as business sale, an asset, partnership, joint ventures, client leads, and presentation opportunities that help you to address others and add value to them.
- Referrals:** The reason why entrepreneurs and start-ups participate in networking activities or join groups is that they want to get prequalified referrals. Later, business owners convert these contacts into permanent clients. Therefore, networking provides you with higher quality leads compared to those obtained through marketing initiatives.
- Connections:** Entrepreneurs thrive in the business world due to who they know. Likewise, it would help if you had fewer reliable connections and null on business to succeed. Th

Zoom Meeting: Haryana Accelerator Prog... (02065)

Request control

People

Share invitation

Presenters (5) Mute all

Attendees (47)

- AB Abhinav Bangia (Guest) Guest
- AP Abhishek Pathak (Guest) Guest
- AV amit vikram (Guest) Guest
- AB anshu bansal (Guest) Guest
- AA Anshul Arora Outside your organization
- AS Ashish Singh Guest
- A Atul (Guest) Guest
- AP Atul Puri (Guest) Guest
- DS Deepak Sharma (Guest) Guest

Invite others from conversation (2)

SESSION 3: Market Research, Branding and Public Relations.

Date: August 11th, 2020.

Speakers: Mr. C.J. Singh

Description: Session was intended to making marketing strategy for start-ups, brand building, knowing consumer behaviour and making business plan using various marketing research techniques. Discussion done on strategy & benefits of maintaining public relations.



Session 3

Haryana Accelerator Program
Take your startup to the next level
August to October, 2020

Mentor



CJ Singh
Founder- Core PR
Chandigarh, India

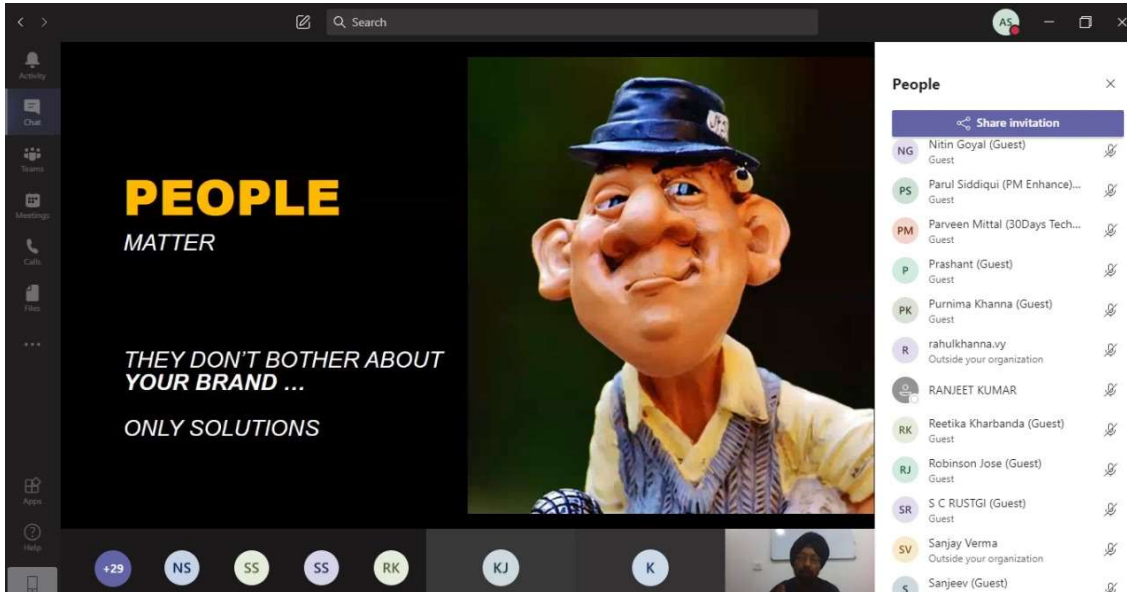
Topic 1 [August 11th, 2020] [4 PM to 5 PM IST]
Market Research (Basics)
Takeaways:

- Understanding the significance of market research and why it should be an integral part of a startups business plan
- Best practices for conducting market research
- Addressing different kinds of market research

Topic 2 [August 11th, 2020] [5 PM to 6 PM IST]
Market Research Advance- Special Emphasis on Marketing, Branding & PR
Takeaways:

- How to use market research for brand tracking, concept testing, consumer behaviour, and more
- Designing a robust marketing strategy using market research
- How to employ market research to brand your startup

Powered by

PEOPLE MATTER
THEY DON'T BOTHER ABOUT YOUR BRAND ...
ONLY SOLUTIONS

People

- Share invitation
- NG Nitin Goyal (Guest) Guest
- PS Parul Siddiqui (PM Enhance) Guest
- PM Parveen Mittal (30Days Tech) Guest
- P Prashant (Guest) Guest
- PK Purnima Khanna (Guest) Guest
- R rahulkhanna.vy Outside your organization
- RANJEET KUMAR
- RK Reetika Kharbanda (Guest) Guest
- RJ Robinson Jose (Guest) Guest
- SR S C RUSTGI (Guest) Guest
- SV Sanjay Verma Outside your organization
- S Sanjeev (Guest) Guest

SESSION 4: Selection of Target Market and How to Target Market.

Date: August 13th, 2020.

Speakers: Mr. P.K. Khurana & Ms. Sartaj Lamba

Description: Session was intended to identifying target market, different types of markets and factors to consider while selecting target market. Discussion done on different platforms like print media, electronic media and social media for marketing.

STARTUP HARYANA
FIRST STEP OF SUCCESS

Session 4

Haryana Accelerator Program
Take your startup to the next level
August to October, 2020

Mentor

PK Khurana
Chairman-cum-Managing Director at QuikRelations Private Limited

Sartaj Lamba
Chairperson A.J Group of companies
Founder & CEO at BUDDY CABS

Topic 1 [August 13th, 2020] [4 PM to 5 PM IST]
Selection of Target Market
Takeaways:

- Defining target market
- Factors to consider while selecting target market
- Understanding the different types of target market

Topic 2 [August 13th, 2020] [5 PM to 6 PM IST]
Mentoring Session on How to Target Market
Takeaways:

- Designing Social Media Strategy for your target market
- Different platforms to use while targeting your market
- How to analyse your target market

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Microsoft Teams Edit View Window Help 30% Thu 4:43 PM

TWO SURE SHOT SUCCESS MANTRAS

Goal Setting

- Conscious Mind Vs. Sub-Conscious Mind
- Means Value Vs. End Value

Winning Constantly

- Don't focus on weaknesses

01:00:10 Request control

PK.KHURANA, Founder & Chief Mentor, wow Happiness

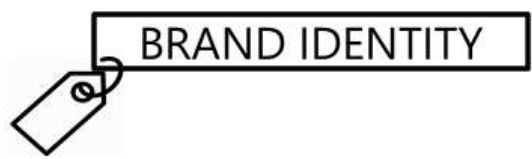
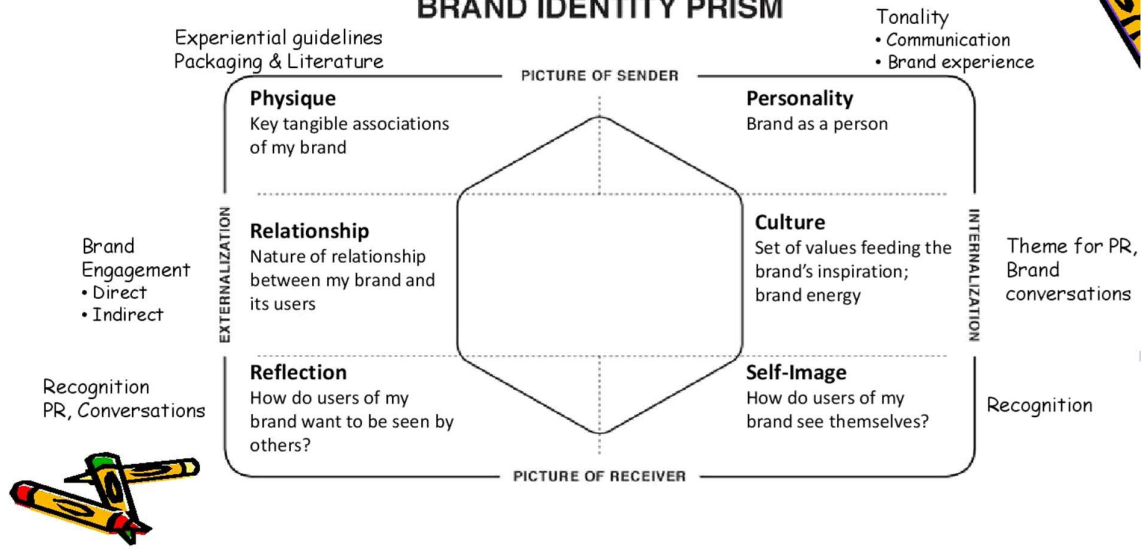
PK Khurana

Avnish Sharma GA SS AS EA KJ RK SI

Using the Prism



BRAND IDENTITY PRISM



- | | | | | | |
|---|---|---|---|--|---|
| PHYSIQUE
EX SERVICEMEN
DRIVERS
TRAINED IN
SUPPORT
CARE THE LITTLE
THINGS | PERSONALITY
CARING
CHEERFUL
SPREADING
CHEER THROUGH
PROFESSIONAL
LIVELY,
ENERGETIC. | RELATIONSHIP
ENABLER
FRIEND IN NEED
COMPANION | CULTURE
EMPOWERMENT
SPIRIT OF
SERVICE
A BETTER TODAY
GO THE EXTRA
MILE | REFLECTION
INDEPENDENT
DISCERNING
SAVVY
SMART
DECISION MAKER | SELF-IMAGE
I KNOW WHATS
BEST FOR ME
I DESERVE LITTLE
CARE &
COMFORT |
|---|---|---|---|--|---|



SESSION 5: Types, Formation, Registration & Benefits of different Legal Entities.

Date: August 18th, 2020.

Speakers: Ms. Reema Bhandari

Description: Session was intended to formation & registration of legal structure of start-ups. Discussion done on various benefits of different legal entities and documents required for registration process.

STARTUP HARYANA
FIRST STEP OF SUCCESS

Session 5

Haryana Accelerator Program
Take your startup to the next level
August to October, 2020

Mentor


Adv. Reema Bhandari
Dispute Resolution Consultant
Advocate, Mediator (Supreme Court/Chandigarh HC)

Topic 1 [August 18th, 2020] [4 PM to 5 PM IST]
Types of legal entities and benefits
Takeaways:

- How to choose the best legal entity for your startup
- What are the types of startups
- Creating the best legal structure for your startup

Topic 2 [August 18th, 2020] [5 PM to 6 PM IST]
Formation of an entity and registration process
Takeaways:

- Understanding the documents required for formation of an entity
- Understanding the process of entity formation
- Step by step guide on starting a business

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Microsoft Teams Edit View Window Help

Tue 6:19 PM

Meeting chat

- Dharamveer Singh left the conversation.
- Dharamveer Singh joined the meeting.
- Dharamveer Singh left the conversation.
- Sonia Bhardwaj (Guest) left the conversation.
- Dharamveer Singh joined the meeting.
- Parul Siddiqui (PM ENhance) (Guest) left the conversation.
- Raj S left the conversation.
- Prashant (Guest) 18:04
How much time it take to change the name of Pvt Ltd company after application
Is it possible to convert from Pvt Ltd to Trust AND vice versa
- neena left the conversation.
- Prashant (Guest) left the conversation.
- Rajesh Gupta (Guest) 18:17
Thanks...Quiet informative...
- Rajesh Gupta (Guest) left the conversation.
- Aarti Thukral (Guest) left the conversation.

Type a new message

02:45:14

Request control

Participants: Sunant Grover, Reetika Kharbada, SACC India, Reema Bhandari (Guest)

SESSION 6: Problem Solving & Resolution to Problem.

Date: August 20th, 2020.

Speakers: Ms. Anuradha Chawla

Description: Session was intended to diagnosis of problems, understanding of problems, defining goals for team members towards problem solving, designing & executing plan to solve the problems. Discussion done on root cause of problems & bottom line for problem solving.

STARTUP HARYANA
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Session 6

Haryana Accelerator Program
Take your startup to the next level

August to October, 2020

Mentor

Anuradha Chawla
Founder | Director - Bbetter
HR Solutions

Topic 1 [August 20th, 2020] [4 PM to 5 PM IST]
Mentor Session on problem solving

Takeaways:

- How to identify problems
- Diagnosing the root cause of problems
- Steps involved in problem understanding

Topic 2 [August 20th, 2020] [5 PM to 6 PM IST]
Resolution to problem

Takeaways:

- Defining clear goals for team members so that everyone works towards problem solving
- Designing and executing a plan to solve the problems
- Understanding the bottom line for problem solving

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Activity

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Help

Consult your Team

Bbetter

anuc444

Request control

People

- Share invitation
- P Fran Guest
- p Prashant (Guest) Guest
- R Raj (Guest) Guest
- RANJEET KUMAR
- R Reeta Guest
- RK Reetika Kharbanda Outside your organization
- R reshma Guest
- R Rupinder (Guest) Guest
- SK saraswati kumari Guest
- SS Shilpa Saluja Outside your organization
- SG Sunant Grover Outside your organization
- VD VICKY DHIMAN Guest

Performance Coach Anuradha Chawla (Guest)

Prashant (Guest)

SACC India

Performance Coach Anura...

17:37
20-08-2020

SESSION 7: Financial Management.

Date: August 25th, 2020.

Speakers: Mr. Hitesh

Description: Session was intended to start-up formation for trade, financial case studies and strategy for financial viability of start-ups. Discussion done on different types of registrations and benefits of registration for start-ups.

STARTUP HARYANA
FIRST STEP OF SUCCESS

Session 7

Haryana Accelerator Program
Take your startup to the next level
August to October, 2020

Mentor

CA Hitesh
Partner at Pandora Enterprises

Topic [August 25th, 2020] [4:00 P.M. to 6:00 P.M. IST]
Financial Management

Takeaways:

- Types of registrations for startups
- Benefits of registration
- Startup formations for trade
- Building bridge between physical and financial portfolio
- Financial case studies and assessment
- Strategic decisions for financial viability

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Recognition Procedure
Government of India Recognition

ONLINE APPLICATION FORM (15 - 20 minutes) → UPLOAD SUPPORTING DOCUMENTS (15 - 20 minutes) → APPLICATION EVALUATION (24 - 48 hrs) → RECOGNITION AS STARTUP (24 - 48 hrs)

Submit details on Startupindia.gov.in

- Founder & Team Details
- Entity Details
- Business model
- IP details

Startup India Team evaluates proposal and takes action within 24 - 48 hrs of

- If suitable, then application approved,
- If answers are not suitable, then second chance given to startups to reapply

People

Share invitation

Attendees (17)

- AV amit vikram (Guest) Guest
- AM Aniket Mitra Outside your organization
- AA Anshul Arora Outside your organization
- AA Arun Aggarwal (Guest) Guest
- AJ Arun Jingar/Platform/GGN/... Outside your organization
- BS Bhupender Singh Outside your organization
- KK Kabir Kadian (Guest) Guest
- R raj Guest
- RG Rajesh Gupta (Guest) Guest
- RK Reetika Kharbanda (Guest) Guest

SESSION 8: MILLY Session & Financial Mentoring.

Date: August 27th, 2020.

Speakers: Mr. Ekant Aggarwal & Mr. Gagan Uppal

Description: Session was intended to tips for better cost-effective budgeting for start-ups, fund raising and investor pitch deck. Discussion done on most important lesson learned yesterday (MILLY) and how to utilise knowledge & experience to build strategy for future.

STARTUP HARYANA
FIRST STEP OF SUCCESS

Session 8

Haryana Accelerator Program
Take your startup to the next level
August to October, 2020

Mentor

Adv. Ekant Agarwal
Executive Director of SACC & Founder - Ekant Associates

CA Gagan Uppal
Chartered Accountant, HOD Finance, Sebiz Infotech Private Limited

Topic 1 [August 27th, 2020] [4 PM to 5 PM IST]
MILLY Session
Takeaways:

- Most important lesson learnt yesterday
- Active discussion with participants
- Monitoring & Evaluation

Topic 2 [August 27th, 2020] [5 PM to 6 PM IST]
Mentor Session on Finance
Takeaways:

- Quick tips for better cost effective budgeting for startups
- Raising funds
- Investor pitch deck

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Capital Budgeting

3. Net Present Value (NPV) Method – The best and acceptable

This is the best available method for evaluating the capital investment proposals. Since the cash outflows and inflows arise at different point of time and cannot be compared, so both are reduced to the present values at the rate of return acceptable to the management.

NPV is the difference between the present value of cash inflows and the present value of cash outflows.

$$NPV = \text{Present Value of Cash inflows} - \text{Present value of cash outflows}$$

Decision Rule of using DCF NPV Method:

- If NPV > Zero: Accept the project
- If NPV < Zero: Reject the project
- If NPV = Zero: Firm is indifferent to accept or reject the project

SESSION 9: Identifying and Cracking the Competition.

Date: September 1st, 2020.

Speakers: Mr. Sanjay Sachdeva

Description: Session was intended to, tracking competitive trends and getting better insights using data to fight competition. Discussion done on USP's and to craft effective message for marketing.



Haryana Accelerator Program
Take your startup to the next level
August to October, 2020

Sanjay Sachdeva
Ex- Director CII & Founder -
People Management Solutions

Session 9

Topic 1 [September 1st, 2020] [4 PM to 5 PM IST]
Identifying Competition
Takeaways:

- Getting Better Insights
- Track competitive trends & threats
- Putting the data together

Topic 2 [September 1st, 2020] [5 PM to 6 PM IST]
USP- Cracking the Competition
Takeaways:

- What is a USP?
- Where do you start?
- How do you craft an effective message?
- If we were to look at a sector, like IT/ITES , for example, how would you position its unique proposition in the world market?

STARTUP HARYANA
FIRST STEP OF SUCCESS

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HARYANA

SESSION 10: MILLY Session & Mentoring Session on Competition.

Date: September 3rd, 2020.

Speakers: Ms. Smriti Sharma & Mr. Hirdesh Madan

Description: Session was intended to various benefits of competition, facing the competition and how to beat competition. Discussion done with participants about most important lessons learned yesterweeks (MILLY).

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August - October, 2020

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ACCELERATOR CHAMBER OF COMMERCE

Session 10

Topic 1: MILLY Session
Takeaways:

- Most Important Lesson Learnt Yesterweeks
- Discussion with participants
- Evaluating the progress

September 3rd, 2020
4:00 P.M. to 5:00 P.M.

Smriti Sharma
(Head, Startup Incubator, Gurugram)

Topic 2: Mentor Session on Competition
Takeaways:

- Facing the competition
- Benefits of friendly competition
- How to beat your competition?

September 3rd, 2020
5:00 P.M. to 6:00 P.M.

Hirdesh Madan
(Co-Founder – Hitsbullseye, Director-Bullseye)

Search

Principles of Ray Dalio

Raymond Thomas Dalio is an American billionaire hedge fund manager and philanthropist who has served as co-chief investment officer of Bridgewater Associates since 1985. He founded Bridgewater in 1975 in New York. Within ten years, it was infused with a US\$5 million investment from the World Bank's retirement fund. According to American business magazine Forbes, Dalio has an estimated net worth of USD\$18.6 billion as of July 26, 2020, making him the 89th richest person in the world and 26th on the Forbes 400 list.

People

- Share invite
- AT Aarti Thukral (Guest) Guest
- A Akshay (Guest) Guest
- AV Amit Vikram (Guest) Guest
- AM Aniket Mitra Outside your organization
- AA Anshul Arora Outside your organization
- LS Lokesh Sood Outside your organization
- NS Neena Sharma Outside your organization
- PH Panacea Healthcare (Guest) Guest
- PS Parul Siddiqui (PM Enhance)... Guest
- PK Purnima Khanna (Guest) Guest
- R reeta Guest

+19 PS RK AT SR

Search

Characteristics of Elite Shapers, like Elon Musk & Bill Gates

- THEY HAVE A FIERCE COMMITMENT TO ACHIEVING GOALS
- THEIR EXTREME DETERMINATION CAN COME OFF AS ABRASIVENESS
- THEY HAVE VISION, BUT ALSO FLEXIBILITY
- THEY HAVE THE ABILITY TO SEE THE BIG PICTURE
- THEY'RE RESILIENT
- AND AN EYE FOR DETAIL

Activate Windows
Go to Settings to activate Windows.

+18 SS SG PS RK AT SR SI

Search

Activity Chat Teams Meetings Calls Files Help

PH UU VD LS SS SG AT SS RK

People

Share invite

Presenters (4) Mute all

Attendees (21)

- AT Aarti Thukral (Guest) Guest
- AK Aditya Kashyap Guest
- AV amit vikram (Guest) Guest
- AM Aniket Mitra Outside your organization
- DS Dharamveer Singh Guest
- LS Lokesh Sood Outside your organization
- NS Neena Sharma Outside your organization
- PH Panacea Healthcare (Guest) Guest
- PS Parul Siddiqui (PM Enhance)... Guest
- PP Rajeev Banerjee (Guest)

SESSION 11: Product Pricing & Discounting Strategies.

Date: September 8th, 2020.

Speakers: Mr. J.D. Ghai & Mr. Deepak Chopra

Description: Session was intended to best pricing pricing strategies for new products or services and common mistakes while defining product pricing. Discussion done on discounting strategy, when to discount and how much discount should be offered to optimize profits.



STARTUP HARYANA
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August - October, 2020

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Session 11

Topic 1: Product/ Service Pricing
Takeaways:
• Best pricing strategies
• Defining product pricing for new products
• Common mistakes while defining product pricing

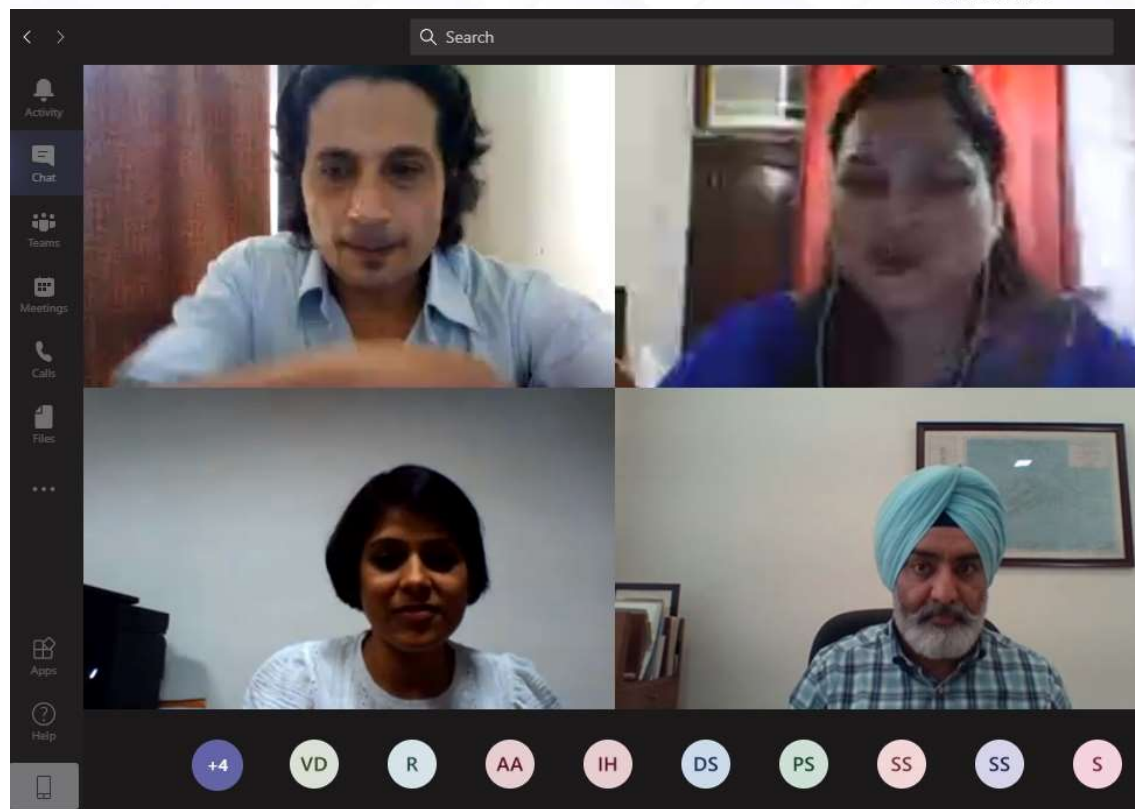
Topic 2: Discounting and Strategies
Takeaways:
• What should your discounting strategy state?
• When not to go for discounts?
• How to create a discount pricing strategy for bigger profits?

JD Ghai
Founder & CEO,
Santabanta.com Ltd.

Deepak Chopra
Owner, Partner, Alpine
Holiday Inns & Author of
Mantras for Inner Peace
Secrets of Success

September 8, 2020
4:00 P.M. to 5:00 P.M.

September 8, 2020
5:00 P.M. to 6:00 P.M.



Zoom meeting interface showing four participants in a 2x2 grid. The top-left participant is a man with long dark hair wearing a light blue shirt. The top-right participant is a woman with dark hair wearing a blue top. The bottom-left participant is a woman with dark hair wearing a white top. The bottom-right participant is a man with a white beard and a blue turban wearing a plaid shirt. The Zoom control bar at the bottom shows a '+4' button and several participant initials: VD, R, AA, IH, DS, PS, SS, SS, S. The left sidebar contains icons for Activity, Chat, Teams, Meetings, Calls, Files, Apps, and Help.

SESSION 12: Selling Techniques & Pricing.

Date: September 10th, 2020.

Speakers: Mr. Hitesh Kumar Gulati

Description: Session was intended to understanding powerful pricing tools and pricing framework. Discussion done on crafting sales pitch, what to include & what to exclude in sales pitch and effective delivery of sales pitch.

Haryana Accelerator Program

Take your startup to the next level
August to October, 2020



Hitesh Kumar Gulati
Change & Organisational Development Consultant
DiversityAce Business Consulting

Session 12

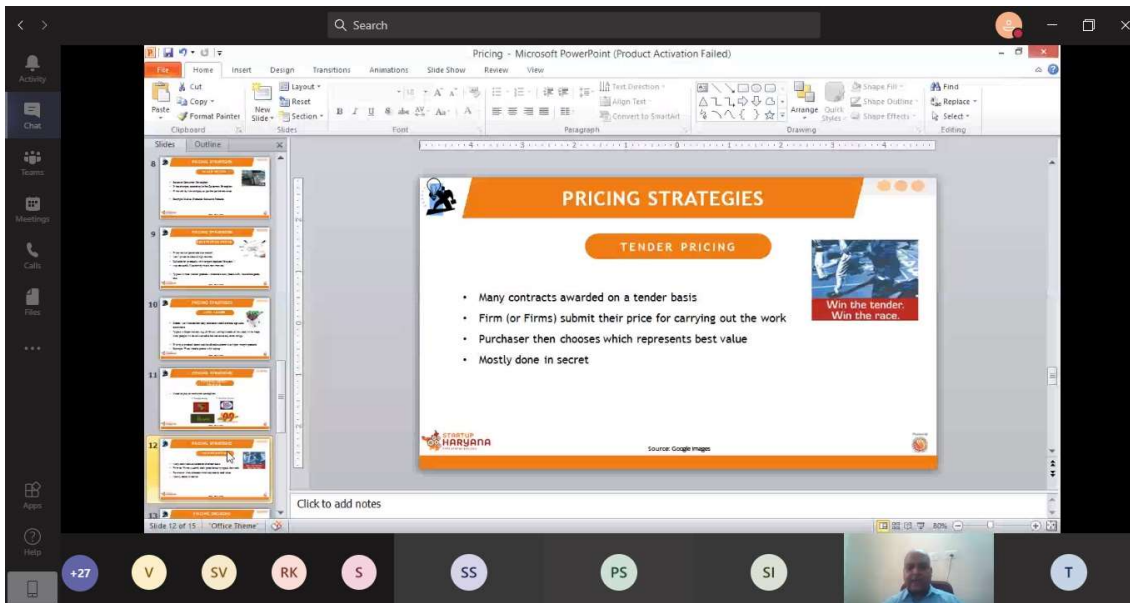
Topic 1 [September 10, 2020] [4 P.M. to 5 P.M. IST]
Mentor Session on Pricing
Takeaways:

- Understanding powerful pricing tools
- Understanding your pricing problem
- Designing pricing framework

Topic 2 [September 10, 2020] [5 P.M. to 6 P.M. IST]
Sales and its Techniques
Takeaways:

- Crafting a sales pitch
- What should a sales pitch not include?
- Effective Delivery of Sales Pitch

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SESSION 13: Online & Offline Sales.

Date: September 15th, 2020.

Speakers: Mr. Amit Doda

Description: Session was intended to identifying best platform for business, crafting a robust sales strategy and how to target market in online space. Discussion done about how to merge online & offline sales and defining promotional strategy for sales.

Haryana Accelerator Program

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Amit Doda
VP - Digital Marketing,
Netsmartz

Session 13



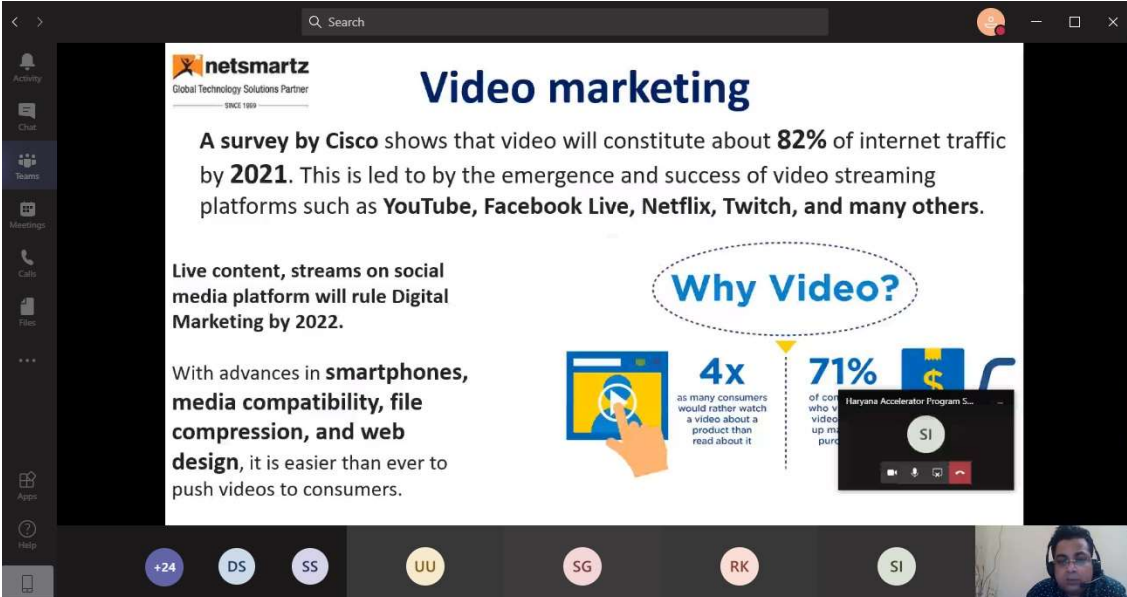
Topic 1 [September 15th, 2020] [4 P.M. to 5 P.M. IST]
Online Sales
Takeaways:

- How to identify the best platform suited for your business
- Crafting a robust online sales strategy
- How to target your market in online space?

Topic 2 [September 15th, 2020] [5 P.M. to 6 P.M. IST]
Offline Sales
Takeaways:

- Offline sales strategy
- How to merge your offline and online sales
- Defining promotional strategy for offline sales





Video marketing

A survey by Cisco shows that video will constitute about **82%** of internet traffic by **2021**. This is led to by the emergence and success of video streaming platforms such as **YouTube, Facebook Live, Netflix, Twitch, and many others.**

Live content, streams on social media platform will rule Digital Marketing by 2022.

With advances in **smartphones, media compatibility, file compression, and web design**, it is easier than ever to push videos to consumers.

Why Video?

- 4x** as many consumers would rather watch a video about a product than read about it
- 71%** of consumers who watch a video up more than 50% of their purchase

netsmartz
Global Technology Solutions Partner
SINCE 1999

Zoom meeting interface showing participants: +24, DS, SS, UU, SG, RK, SI.

SESSION 14: Inventory Management & Sales Management.

Date: September 17th, 2020.

Speakers: Mr. Maninder Singh Tuli

Description: Session was intended to drive online conversions with offline engagements and structure of sales. Discussion done about inventory management softwares & techniques, tips for small businesses and innovation in inventory management.

Haryana Accelerator Program
Take your startup to the next level
August to October, 2020

Maninder Singh Tuli
CEO & Founder - Xlantic Solutions

Session 14

Topic 1 [September 17, 2020] [4 P.M. to 5 P.M. IST]
Mentor Session on Sales
Takeaways:

- Drive online conversions with offline engagements
- Crafting sales strategy during pandemic
- How to structure your sales?

Topic 2 [September 17, 2020] [5 P.M. to 6 P.M. IST]
Inventory Management
Takeaways:

- Best inventory management softwares/techniques
- Inventory Management tips for small businesses and startups
- Innovation in inventory management

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STARTUPS

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AN INITIATIVE OF IFM IN LEAD

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Money 101
1 course

Banking
2 courses

Financial Markets
2 courses

Sales & Marketing
1 course

Programs We Offer

+18 PH LS S NS MT SS

SESSION 15: Networking & Discussion of Full Course.

Date: September 22nd, 2020.

Speakers: Ms. Manjula Sularia & Ms. Smriti Sharma

Description: Session was intended to networking of all start-ups and how the start-ups can build a strong network to support each other. Discussion done on all the sessions & course completed so far and opinions of all the participants were taken as their feedback.

Session XV– Haryana Accelerator Program (Aug-Oct, 2020)	
Topic:	Topic 1: Networking Session Topic 2: Discussion on Full Course
Date and Time:	22nd September, 2020 Topic 1: 4:00 - 5:00 PM Topic 2: 5:00 - 6:00 PM
Mentors:	The mentors for the session will be: Ms. Manjula Sularia Director- Prasanchetas Foundation CEO- The Transformers Value Creators Ms. Smriti Sharma Centre Head- SACC, Gurugram
How to Join:	Join Microsoft Teams Meeting [https://bit.ly/2Q8Mdb4]

Haryana Accelerator Program Session 15

Request control

Create & Expand Your Internet by Working on Your Networking Skills

Manjula (Guest)

Participants

Presenters (4)

- AS Avnish Sha
- M Manjula (G Guest)
- SI SACC India Organizer Outside your
- SS Smriti Sha Guest

Attendees (20)

- L lokesh_soo Outside your
- AP Atul Puri (G Guest)
- BS bDharmwe Guest
- NS Neena Sha Outside your

+15 O SR PK TS SI

Haryana Accelerator Program Session 15

Leave

Atul Puri (Guest)

SACC India (Guest)

Tannaya Chandra Sahu

lokesh_sood

S C Rustgi (Guest)

Sunant Grover

Smriti Sharma (Guest)

Parul Siddiqui (PM ENhance) (Guest)

office109

AA R AV YL VL RK R S VD

SESSION 16: Pitching Session & Concluding Ceremony.

Date: September 24th, 2020.

Speakers: Mr. Vineet Khurana & Mr. Ekant Aggarwal

Description: Session was intended to various pitching techniques, what factors to include while pitching investors and other clients. Discussion done on the complete course and various queries of participants.

Session XVI– Haryana Accelerator Program (Aug-Oct, 2020)	
Topic:	Topic 1: Pitching Session Topic 2: Concluding Ceremony
Date and Time:	24th September, 2020 Topic 1: 4:00 - 5:00 PM Topic 2: 5:00 - 6:00 PM
Mentors:	The mentors for the session will be: <u>Mr. Vineet Khurana</u> Vice President, Chandigarh Angels Network <u>https://www.genglobal.org/user/vineetkhurana</u> <u>Adv. Ekant Agarwal</u> Executive Director SACC Founder- Ekant Associates
How to Join:	Join Microsoft Teams Meeting [<u>https://bit.ly/3aG1pFK</u>]

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August - October, 2020

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Session 16

Topic 1: Pitching
Takeaways:

- Tips for a perfect investor pitch
- Do's and Don'ts of pitching
- Common mistakes from the investor's point of view

September 24, 2020
4:00 P.M. to 5:00 P.M.

Topic 2: Conclusion Session
Takeaways:

- Networking amongst audience
- Identifying collaborations opportunities amongst startups

September 24, 2020
5:00 P.M. to 6:00 P.M.

Vineet Khurana
(Vice - President
Chandigarh Angel Network)

Adv. Ekant Agarwal
(Executive Director of SACC
& Founder - Ekant Associates)

SACC India

Participants

Share invite

Attendees (28)

- Amit Vikram (Guest)
- amresh bahadur
- DF (Guest)
- Dharamveer singh (Guest)
- naman
Outside your organization
- Neena Sharma (Guest)
- Panacea Healthcare (Guest)
- Parul Siddiqui (PM Enhance) (...)
- Parveen Mittal (Guest)

+24 PS SS EA SV RK SG VK SI
Sunant Grover Vineet Khurana SACC India

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Prashant (Guest)

EKANT AGARWAL (Guest)

Reetika Kharbanda

SG

V

DS

PS

SACC India

Smiti Sharma (Guest)

Participants

Share invite

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- Parul Siddiqui (PM Enhance) (...)

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Thanks and Regards
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