

## **Innovation and Incubation Centre**

### **Shri Guru Ram Rai University Dehradun, Uttarakhand**

**5th Feb 2024**

#### **Session on Opportunities for Start-ups & Participation in Startup Boot Camp (Govt of Uttarakhand).**

**Dr Dwarika P Maithani**

**Director- IIC**

#### **About the session:**

On 5th of Feb 2024, we organized a session with Mr. Ashutosh Dimari, the CEO of Indic Moon Innovations Pvt Ltd. Mr. Dimari initiated with the first topic of explaining different scenarios when a start-up or an early-stage enterprise requires investment and the purpose of using the received investment. The scenarios being when the enterprise wants to grow fast, competition is tough, grow the team or acquiring some technology. After this, the next discussion was on the different stages of funding where it was detailed on the time and process of receiving funds for investing. The session was very much interactive as participants had many questions regarding angel investment and venture capital, which were all answered by the expert. Questions had arisen continuously throughout the session while the different particulars of the funding opportunities for Start-up were detailed. Some of the doubts raised by the participants were: 1. What to do if investment is made and suddenly the business goes in loss. 2. Who invests in Venture Capitalist, the money used by them in investing in enterprises. 3. What do Angel Investors consider while investing in a Start-up. 4. If mentoring is also expected from the investor, does the enterprise has to pay extra equity to investors in exchange. After all the doubts were answered by expert, few students gave the feedback and he also offered his assistance to the students whenever they require her support. This was followed by Prof D P Maithani (Director-IIC, SGRR University) presenting their vote of thanks to Mr. Dimari for taking out valuable time from her busy schedule to guide the students and participants attending the session. Also, to clarify the doubts raised which will help in their future entrepreneurial journey.

About start-up-boot camp: For a budding startup company, the process of preparing a startup proposal with a financial plan is not so encouraging, and pitching for funding requires lots of hard work and effort. In such a case, boot camps could come to the rescue. Boot camps help start-ups in understanding the acquiring the necessary skills to write a startup proposal and skills to effectively pitch. Boot camp is a space for budding startup to meet others who are in the same boat as they are and learn from each other's experiences. It serves as a platform to learn, interact and get direct feedback from industry experts, start-up mentors and top-notch academicians. Start-up Bootcamp is a one-of-a-kind platform that allows participants to work in a mentoring atmosphere and pitch before a panel of recognized industry experts on their idea. The sole goal is to show participants & future entrepreneurs, how to make a business plan and take a close look at their financial needs and prospects. It's also an opportunity to fix their idea's shortcomings and build answers to the difficult questions that someone might ask before availing of their services/buying their products and paying money.

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