Innovation and Incubation Centre

Shri Guru Ram Rai Univesity Dehradun, Uttarakhand

23 September 2022

Seminar on

"Pathway to start-up: A case study of Mascler Techno systems"



Convenor

Dr. Deepika Joshi Coordinator: Start-up Cell IIC, SGRR University

Prof.(Dr.) Dwarika P. Maithani **Director** IIC, SGRR University

Coordinator

Dr. Pankaj Chamoli Principal Coordinator IIC, SGRR University

Schedule of Seminar

Topic: Pathway to start-up: A case study of Mascler Techno systems

Resorce person: Dr. Anirbhaan Mukherjee, CEO, Co-founder, Product architect of Macsler

Techno Systems.

Date: 23 Septmeber 2022

Time	Event
11:00 -11:02 am	Start of Seminar
11:02 -11:15 am	Welcome & brief introduction of resorce person
11:15 -12:00 am	Start of Talk
11:55 -12:00 am	Break
12:00 -12:02 pm	Rejoing of session
12:02-12:15pm	Continuation
12:15-12:25 pm	Q&A
12:25-12:30 pm	Vote of thanks

No. of Participant Register: 109

About the Talk

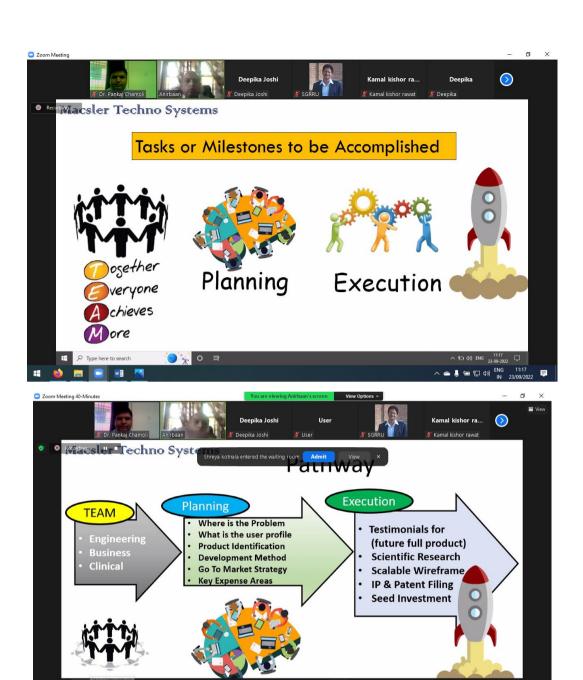
This Friday 23rd of September 2022, we arranged a webinar where we invited Dr. Anirbaan Mukherjee who is the CEO, Co-founder and Product Architect of Macsler Techno Systems(www.macsler.com), an early-stage successful start-up company based in Kolkata, West Bengal India focussed on designing, developing and marketing quality affordable internet of things (ioT) compatible eye care diagnostic instruments. The company is led by global stalwarts in instrumentation, eyecare and business. The title for his talk was "Pathway to Startup: A Case Study of Macsler Techno Systems", where he emphasized the importance of team building, planning and executing the various aspects of the plan as the backbone of getting a start-up in business mode successfully. The presentation also offered a peek as to how much work and what is needed to be done to transform an idea to a successful sustainable business by approaching perspectives in a problem solution matrix. Macsler Techno Systems is developing a multi modular eye diagnostic instrument, OphthoSmart as their flagship product, which has the potential to replace instruments which have an annual global market size of \$US1.46 billion. During his talk Dr. Mukherjee also talked about the opportunity for earlystage investment in Macsler Techno Systems which can enable addressing the market of \$US 1.46 billion, pertinent to eyecare diagnostics, which OphthoSmart is targeted to be positioned,

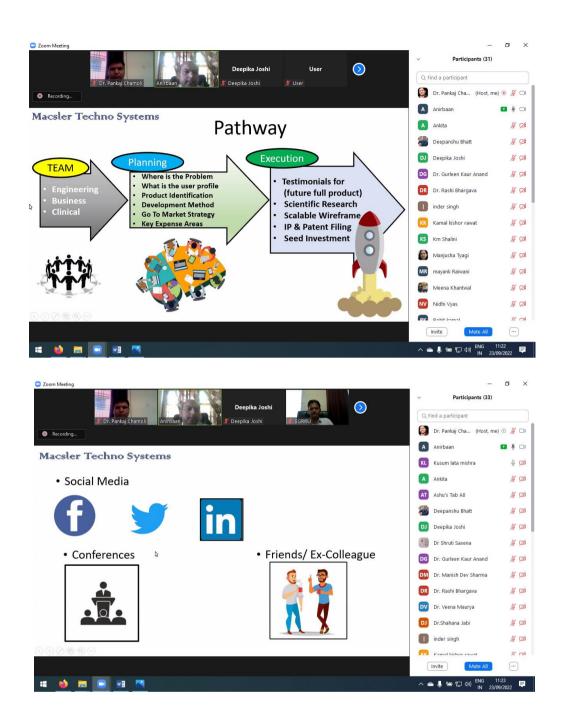
emphasizing the possibility that just a 5 to 15 % of the market share would result in \$US 73 to 219 million market capitalization, - grand opportunity for angel investors, private equity and venture capitalist firms. The webinar was also followed by an interactive question and answer session which allowed one to one interaction of the speaker with members of the audience. It was certainly a great experience and an eye opener as to how much potential both from the aspects of societal and financial positive impact can be achieved through entrepreneurship for enabling our country, India, stand out globally in the area of eyecare devices.

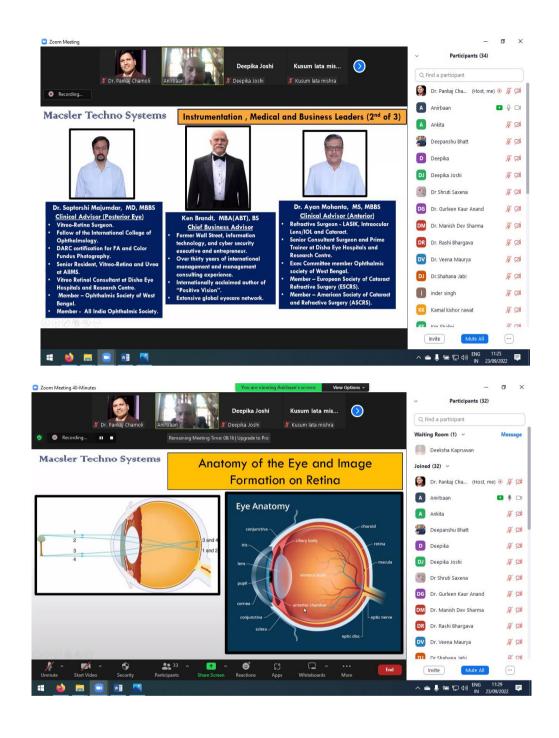
Glims of Seminar

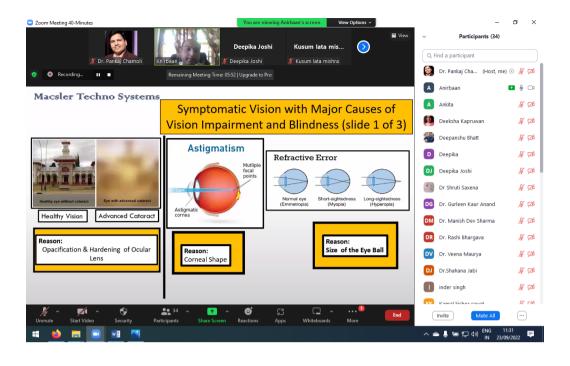


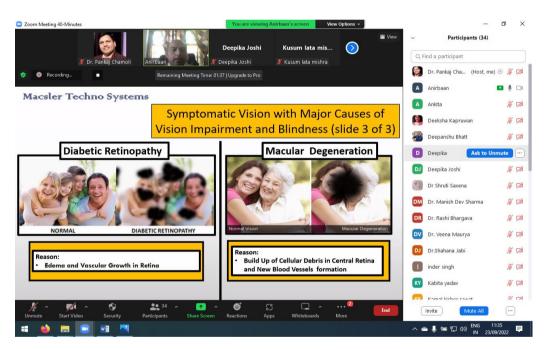


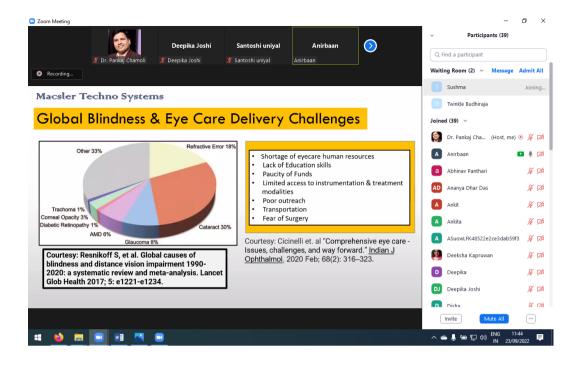


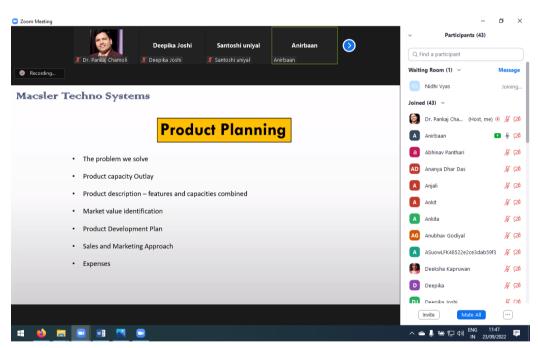


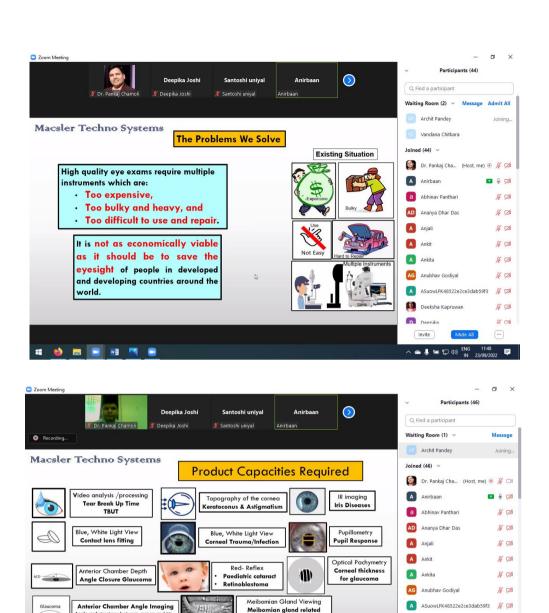












disorders

Deeksha Kapruwan

Invite Mute All

D Deepika

Deenika Joshi

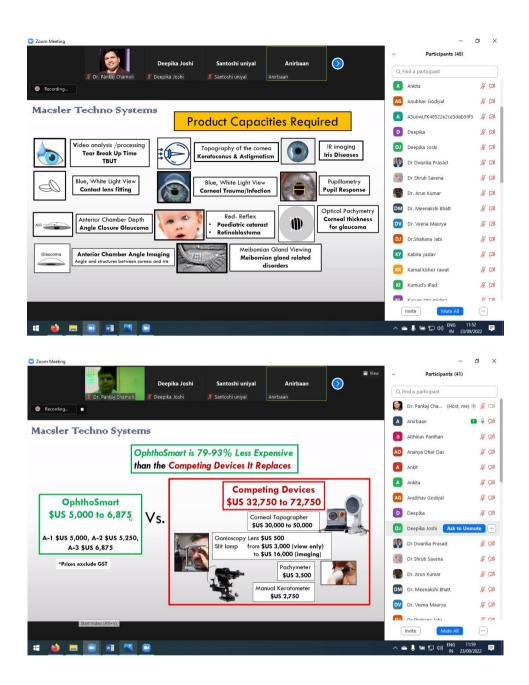
% Vá

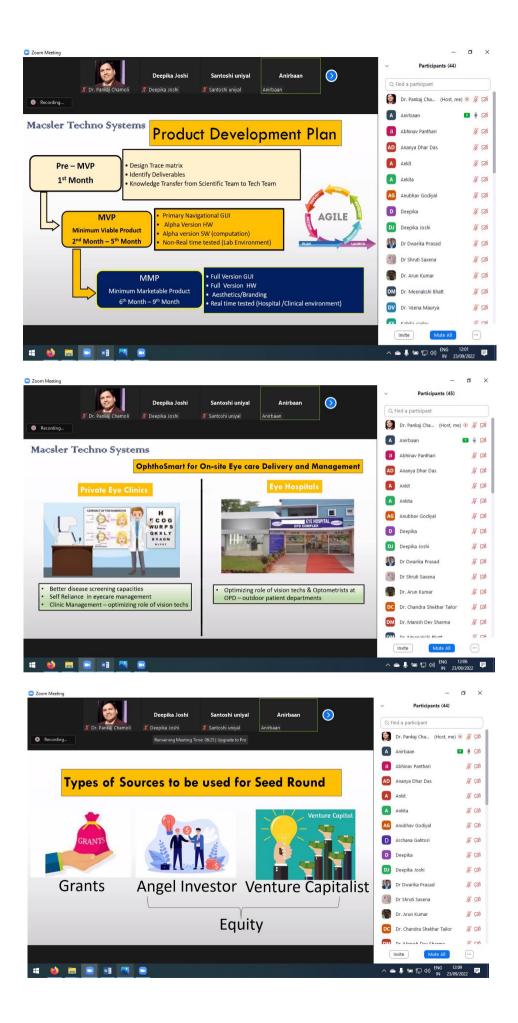
% TA

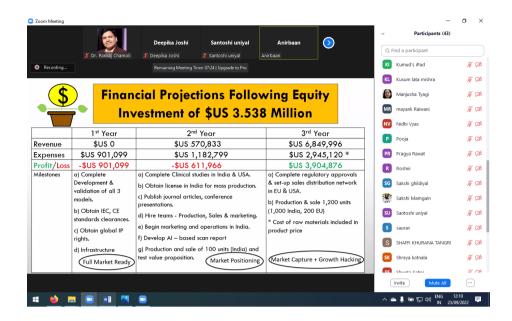
SZ 176

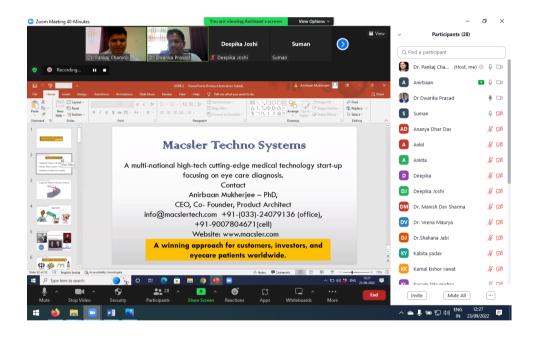
Anterior Chamber Angle Imaging Angle and structures between cornea and Iris

🍪 🔚 📵 🗷 🔼









Format of e-certicate has been issued to all registered participant.

