

# BUILD YOUR STARTUP WITH BV JAGADEESH

## Program Details

 Oct 28 – Nov 1, 2023

 IIT Gandhinagar

## Dive into a Transformative 1-Week Journey

**Are you a budding entrepreneur  
eager to unlock the secrets of a  
successful startup journey?  
Your search ends here!**

***Join us for an intensive 1-week  
program that will ignite your  
entrepreneurial spirit!***





Meet your Program Faculty

## **BV JAGADEESH**

**Mr BV Jagadeesh**, the anchor faculty for the program is no ordinary mentor. He's a serial entrepreneur, a seasoned angel investor, and a proven success story.

His unique curriculum is a product of three decades of hands-on experience in startup building, investing and global insights that can take you from setbacks to triumph. He is a successful Silicon Valley serial entrepreneur and angel Investor. A successful serial entrepreneur,

BV was the Founding investor & CEO of NetScaler, pioneering the concept of Application Delivery, ultimately acquired by Citrix for \$325M, where BV served as Group VP and GM for Citrix's Application Networking division. Prior to Netscaler, BV was Co-Founder & CTO of Exodus Communications, pioneering the concept of cloud hosting and data centers, resulting in a highly successful IPO and \$30 billion market cap. BV is currently a Board member or advisor at Cohesity, InspectHOA, Monetize360, Attivo, Empinfo, HeadSpin and Tetrade. He was a seed investor behind Nutanix (IPO), Yodlee (IPO), Ankeena (ACQ: Juniper), Arkin (ACQ: VMWare), NetMagic (ACQ: NTT) and Ocarina (ACQ: Dell).

He's an adjunct faculty member at the Leavey School of Business, SCU, and actively involved with non profits for the betterment of the world such as UVCE Foundation – One School At A Time, Akshaya Patra and Boys and Girls Club of Peninsula. BV is a long-time well-wisher of IIT Gandhinagar and teaches this course once every year. Mr Jagadeesh has graciously endowed the Anu and B V Jagadeesh Chair at IIT Gandhinagar to promote innovation and Entrepreneurship.



# Program Benefits

- Gain valuable experiential insights from top mentors and accomplished founders.
- Engage in peer-to-peer learning within a diverse participant group.
- Participate in hands-on innovation and prototyping workshops beyond the scheduled sessions.
- Immerse yourself in the dynamic IIEC startup ecosystem.
- Unlock opportunities for pre-incubation, incubation, and potential funding through IIEC.

# Program Highlights

- **Explore the intricacies**

From product development and achieving product-market fit to team building, sales, marketing, and fundraising – we've got it all covered.

- **Network and Learn**

Connect with a league of motivated entrepreneurs and seasoned mentors during immersive case study exercises in breakout groups. It's an opportunity to expand your network and gain insights that can reshape your entrepreneurial journey.

- **360-Degree Immersion**

Dive deep into the world of entrepreneurship with a comprehensive overview.

# Program Fees

- Rs 3,500/- per participant (for students enrolled in an academic program the fee is Rs 2,000/- per participant)

## Fee Includes:

- Lunch and refreshments
- Complimentary access to the IIEC co-working space throughout the program
- Free hostel accommodation for select outstanding out-of-town participants
- (excluding meals)
- Field visit to tech companies/startups
- IIEC Merchandise

**Select teams will get the opportunity of Incubation and funding by IIEC IIT Gandhinagar.**

- **Tailored for Founders**

This will be the fifth edition of this highly sought-after and in-depth program run with the objective to equip founders with the knowledge and skills needed to take early-stage companies from zero to \$20 million in revenue.

The carefully curated curriculum is laser-focused on addressing the unique needs and challenges faced by founders. It's your roadmap to analyze strengths, bridge gaps, and conquer weaknesses in your product and strategy.

Application Deadline  
**October 10, 2023**

Notification to Participants  
**October 12, 2023**

Fee Payment Deadline  
**October 15, 2023**

# Schedule

October 28 – November 1

10:30 AM – 1:00 PM

## Day 1

### Building a Startup Company

- Idea, starting up
- Vision
- Challenges, Needs, and motivation
- Company structure
- Setting culture and values right

## Day 2

### Idea/Product Readiness

- Building a team
- Role of early team members
- Defining product needs based on the founder's ideas as well as the customer feedback
- Value proposition
- MVP and Product Market Fit

## Day 3

### Going to Market

- Evaluating the Idea/ MVP
- Developing and Executing the Plan
- Failure case studies

## Day 4

### Pitching and Funding

- Pitching and Storytelling
- Funding: Seed funding through Series C funding in a typical Silicon Valley company
- Phases of achieving the first 0-5M, 5M-10M and 10-20M in revenues
- Funding challenges and people required to achieve these results

## Day 5

### Fundraising and Scaling up

- Approaching investors
- Cap tables and term sheets
- Critical success factors
- Recap
- Pitching session
- Feedback



**IIEC**  
IIT GANDHINAGAR

Application form  
[tinyurl.com/RegIIEC](https://tinyurl.com/RegIIEC)  
or SCAN the QR

