

Proto.in Bootcamp Agenda, July 8th, 2011

Time	Topic	Speaker
12 Noon	<p>6 Minutes that could change your life</p> <p><i>History of Proto.in</i></p> <p><i>What exactly is Proto.in</i></p> <p><i>Who is in the audience?</i></p> <p><i>Success stories of the past</i></p> <p><i>Housekeeping – The Mic, your demo, your posture and those little things that are sometimes more important than the demo itself</i></p>	Sudhir Syal, Editor, Starting Up, ET NOW
12:45 PM	<p>Evoking the 'Wow' from your product pitch</p> <p><i>Construct of that 'perfect' elevator pitch</i></p> <p><i>Who are you really pitching to?</i></p> <p><i>God is in the details but the devil is in superfluous ones</i></p>	John Verbic, Founder, Trep Up
01:15 PM	Lunch	
02:00 PM	<p>De-mystifying a Venture Capitalist</p> <p><i>What are investors really looking for?</i></p> <p><i>Pit-falls to avoid</i></p> <p><i>Scale, scale and more scale</i></p>	Gaurav Saraf, Director, Epiphany Ventures
02:30 PM	<p>The Business of business</p> <p><i>How does the product lend itself to revenues?</i></p> <p><i>Bringing out the essence of your revenue model</i></p>	Sushanto Mitra, CEO, SINE IIT Bombay

	<i>Revenue Projections. Valuations. How much should your pitch focus on the numbers</i>	
03:00 PM	Macro Trends and how they contribute to the valuation of your start-up	Anand Lunia, CFO, Seed Fund
03:30 PM	Alumni Speak <i>A Proto.in alumni takes you through is experience at Proto.in and how you can benefit maximum from it</i>	Anand Kannan, Founder, GRE EDGE Proto Alumni. Jan' 2007
04:00 PM	Tea	
4:30 PM	1 ON 1 Mentoring <i>Mentoring by Proto.in mentoring team</i> <i>Fine-tuning the final pitch that will be made at Proto.in</i>	Anand Lunia, CFO, Seed Fund Sushanto Mitra, CEO, SINE Gaurav Saraf, Director, Epiphany Ventures John Verbic, Founder, Trep Up
06:30 PM	Demo Run <i>Dress rehearsal before the big day. Mics, Cameras, Action!</i> <i>Get judged by the other Proto.in Finalists</i>	