

BOOT-CAMP on
TRANSFORMING **IDEA INTO**
AN **ENTERPRISE**
GIVING SHAPE TO YOUR BUSINESS CONCEPTS

When I started,
I never knew **"APPLE"**
will be the next
Market Leader!

I could connect
the whole world
just with my
IDEA!

**I AM THE
NEXT ONE..**



Presented by



Innovation - Mentoring - Entrepreneurship - Talent
www.imetglobal.com



GURU NANAK INSTITUTE
OF MANAGEMENT

ALL HANDS EVENT:

Boot Camp

Theme:

*Transforming IDEA into an ENTERPRISE:
Giving shape to your Business Concepts*

Date: 24th September 2011

Time: 10:00 AM – 6:00 PM

Location: *Guru Nanak Institute of
Management (GNIM)*

*Road No : 75,
West Punjabi Bagh
New Delhi - 110026*

Registration Fee: Rs. 800

To Register, Participate &
Sponsor or Partner, Contact:

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*I have a Brilliant
Idea, but Wondering
How to Promote it.*

*What is the
Right Time to Start a
Venture?*



SESSION OVERVIEW

The Workshop is Designed around *Key Areas of Focus for Giving Shape to New Ideas*: ROI from Marketing Efforts, Challenges & **Cost Effective Marketing** Strategies, Various Sources of Revenues, Capital Investment, Budgeting, Planning, Managing & Retaining Right Talent & Building Teams.

HOW WILL IT BENEFIT YOU?

- **Top 10 Eligibility Check:** To Ensure, if you are on the Right Track to be an Entrepreneur.
- **Practical Insights for Entrepreneurs:** Myths, Inhibitions & Perceptions around Setting up a Venture.
- **Strategic Marketing / Capital Marketing:** To Identify various Sources of Revenues / Cash Flow / Working Capital / Expansion.
- **Go To Market Planning:** Understanding Cost Effective Marketing & Promotional Activities.
- **Sources of Funding & How to Select:** From VC, Angel, SME Loans or Bank Loans, Government Grants/Schemes.
- **Talent Management:** Checking on the Different Ways of Acquiring & Retaining Right Talent / Professional, Team for Future Activities.
- **Process Excellence:** How to give Methods to Madness?...Shifting from Adhoc to Process Oriented Ways right from Start.
- **How to Write Realistic Business Plan.**

WHAT IS IMET?

iMET Global Community Initiative:

VISION 2015

iMET is set to be a Global Community to Develop, Promote & Encourage Innovation, Mentorship, Entrepreneurship & Talent Building with Practitioner's or Doer's Perspective. iMET activities thus enables an Ecosystem of, for & by the Professionals to Participate, Educate, Incubate, Collaborate & Co-exist to make each other Successful.

*Can I Set up my
Venture without
Funding?*

WHO SHOULD ATTEND?

- Start-ups & Entrepreneurs.
- SMEs/MSMEs/SMBs
- Students with Business Concepts/Ideas/ Studentpreneurs
- Fast Growing Cos (Especially Web Based) / Webpreneurs
- Social Entrepreneurs / Edupreneurs
- Women Entrepreneurs
- Professionals Setting up BU, Product Lines, Teams or Regions for their Employers.



**TRANSFORMING IDEA INTO AN ENTERPRISE:
GIVING SHAPE TO YOUR BUSINESS CONCEPTS**

AGENDA:

Sessions	Theme	Description	Time
Part -I	Inaugural Keynote	<ul style="list-style-type: none"> Reality Check on True Entrepreneur Eligibility. Preparedness for Promoting the Venture. 	09:30 AM - 10:00 AM
Part -II	Idea Protection	How to Protect your Idea	10:00 AM - 10:30 PM
Refreshment Break (10:30 - 10:45)			
Part -III	Portfolio Building-I	Deciding on – Boot Strapping, Angel, VC or SME Bank related funding (Exercise – Write Your Funding Plan)	10:45 AM - 12:30 PM
Part -IV	Alliances & Partnerships	Collaborative Working	12:30 PM - 1:30 PM
Lunch (01:30 - 02:00)			
Part -V	Strategic Marketing	Sources of Revenues Rol for Marketing Efforts Cost Effective Marketing Strategies (Exercise: Write your Go To Market Plan)	2:00 PM - 3:30 PM
Part -VI	Alliances & Partnerships	Social Entrepreneurship Collaborative Working	03:30 PM - 04:00 PM
Refreshment Break (04:00 - 04:15)			
Part -VII	Portfolio Building-II	Attracting Right Talent & Team Building Moving From Adhoc Approach to Process Orientation Functionality	04:15 PM - 05:00 PM

Past Events Glimpses



Converting Stumbling **STONES** Into **MILESTONES**



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