

Name of the Workshop: Venture Capital & Entrepreneurship Workshop

Instructor: Kshitij Saxena, CEO and co-founder of Autoninja, India's largest Auto CRM. Kshitij is an adjunct faculty at IIMB and has built Autoninja into a successful SaaS company with INR 36 Crores of Venture Capital.

Short Description: This is a candid, opinionated, politically incorrect workshop conducted over 4 sessions of 90 minutes each. The instructor will share his true learning about building a startup in India and raising venture capital. The First 3 sessions are part of the elective "Venture Capital & Entrepreneurship" offered to PGP2 students at IIMB. The fourth session will be a fireside chat with VCs from top-tier VC funds in India.

Long Description:

Session 1: Foundation (90 minutes)

- 1.1 The 3 Philosophies of Money
- 1.2 What does Entrepreneurship have to do with Social Impact?
- 1.3 Technology and Venture Capital are necessary to create a Large Impact on Society
(Disagreement encouraged)
- 1.4 How to decide if you are ready to take the leap for entrepreneurship?

Session 2: Venture Capital Loves Game (90 minutes)

- 1.1 Venture Capital is a World of Secrets
- 1.2 VC Loves game – a framework that helps you understand what VCs look for in a startup to invest in
- 1.3 Class Cases (time permitting): Use VC Loves Game to analyze the actual Seed Investment Decks of
 - Dropbox
 - AirBnB
 - Mixpanel
 - Foursquare

Session 3: The Venture Capital Business Model (90 Minutes)

- 1.1 The VC Business Model
- 1.2 Venture Capital Theses
- 1.3 Class Case: Fundraising at Urban Clap
- 1.4 The Idea Vortex – a framework to explain how startup ideas evolve
- 1.5 4 Frameworks to help you find an investment-worthy startup idea

Session 4: VC Fireside Chat (90 Minutes)

Practicing VCs from top-tier VC funds in India would be Guest Speakers for a fireside chat

Instructor Profile

Kshitij Saxena

CEO and Co-founder, Autoninja



Kshitij Saxena is the CEO and co-founder of Autoninja, India's largest Auto CRM. Autoninja is a Vertical SaaS Company and has raised INR 36 Crore over 2 rounds of venture financing.

Autoninja is Kshitij's second startup. Before this, Kshitij started a gaming studio, 5Shells, that did not pan out. Kshitij has spent almost a decade in the venture ecosystem pitching and building his two startups.

Kshitij has an MBA from IIM Bangalore and a BTech from IIT Kanpur.

LinkedIn: <https://www.linkedin.com/in/ksaxenaiimb/>

Profile of VC guests for the Fireside Chat



Smeet Bhatt

Associate, Chiratae Ventures (Formerly IDG Ventures India)

Chiratae is one of the most well-known and prolific early stage venture funds in India.

Smeet is a Board Observer at:

- Active.ai - Conversational AI products for banks and financial institutions
- Bizongo - B2B packing marketplace serving large institutional customers with packing products
- CropIn - Digitizing farming data across the agri value chain
- Kristal.ai - Democratized hedge fund and multi-asset class investing platform
- NestAway - India's largest home rental and co-living platform
- Onco.com - Cancer care and treatment marketplace of oncologists, delivery centers and patients
- RentoMojo - Consumer durables (furniture, appliances, electronics) leasing platform

Before Chiratae, Smeet was the co-founder and CEO of Chymera VR, a Virtual Reality ad network. Smeet completed his BTech from IIT Bombay in 2012.

LinkedIn: <https://www.linkedin.com/in/smeetbhatt/>



Sarthak Malhotra

Associate, Matrix Partners

Matrix Partners India is the venture fund behind Ola, Quikr and Practo. Globally, Matrix is one of the best-known Venture Funds for early stage tech investments.

Sarthak has an MBA from Wharton. Prior to Wharton, Sarthak has worked at SAIF Partners, another Blue-chip VC fund in India and has also been an Associate and Bain & Company.

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