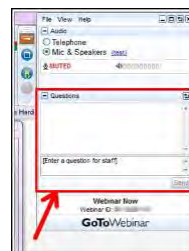


Have Questions?



Type them into questions box!

**“Why am I muted?”**

Don't worry. Everyone is muted except the presenter and host. Thank you and enjoy the show.

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The Drug Design Delivery Series has built a collection of the top minds in the field to explain the mechanics of drug discovery. Discover the latest research, receive an overview on different fields of study, and gain insight on how to possibly overcome your own med chem roadblocks.

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Why does food taste better when it is grilled or what molecular compounds make a great wine? Discover the delectable science of your favorite food and drink and don't forget to come back for a second helping.

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Connect, collaborate, and stay informed about the trends leading chemical innovation

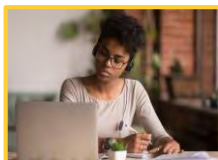
**Join: [bit.ly/ACSinnovationhub](http://bit.ly/ACSinnovationhub)**

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We have a collection of career resources to support you during this global pandemic:



Professional Education



Virtual Career Consultants



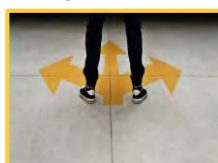
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NOVEMBER 4-6 • WASHINGTON, DC  
 Register at: [www.ACS.org/LEADS](http://www.ACS.org/LEADS)

**Apply by May 31** for the **ACS LEADS Conference**, a 3-day event focused on preparing high-potential early career professionals and students for successful and impactful careers in the chemical enterprise. This event, conceived by ACS Past-President, Luis Echegoyen, will bring together highly esteemed chemists, scientists, professionals, and Nobel Laureates for networking, self-reflection, career exploration, mentoring, and technical discussions.



## Online vs. In-Person

### Networking as a Medicinal Chemist



Date: Thursday, May 20, 2021 @ 2-3:30pm ET

Speakers: Ronny Priefer, Massachusetts College of Pharmacy and Health Sciences / Kelly Chibale, University of Cape Town (South Africa) / Maria Laura Bolognesi, University of Bologna (Italy)

Moderator: Lorraine Clark, ACS Publications

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#### What You Will Learn:

- Why networking is essential for a successful career in medicinal chemistry
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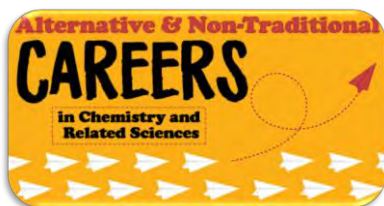
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## How to Start a Start-Up



**DR. AMITABHA BANDYOPADHYAY**  
Kent Chair Professor, Department of Biological Sciences  
and Bioengineering, Indian Institute of Technology Kanpur



**DR. DEEKSHA GUPTA**  
Associate Director-India,  
American Chemical Society

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Prof. Amitabha Bandyopadhyay  
In-charge, Innovation & Incubation  
IIT Kanpur  
Director, Foundation for Innovation & Research in  
Science & Technology (F.I.R.S.T.)  
Department of Biological Sciences and  
Bioengineering, IIT Kanpur



**Bone Biologist on MWF**

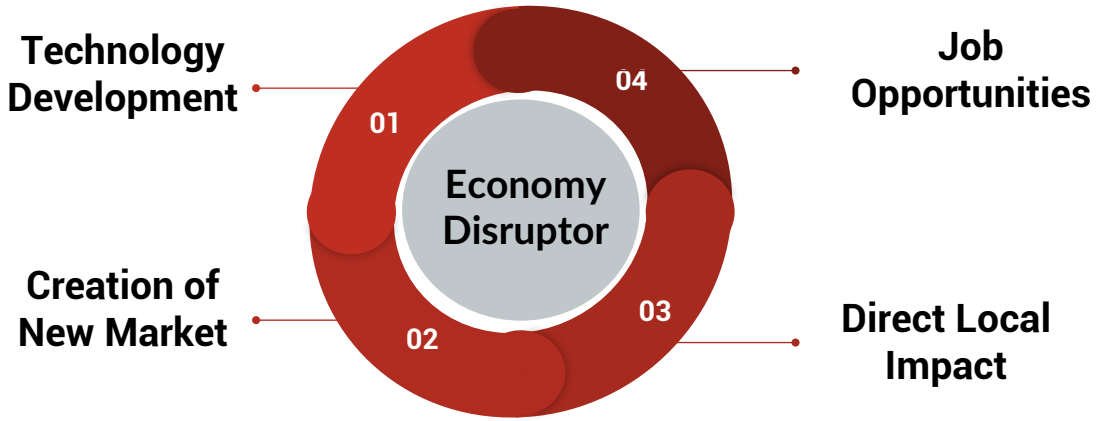


**Business Incubator In Charge  
on TTSS**

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# Why Startups are Important?



## Startups create more Jobs per Crore (₹) Capital Deployed

Job Opportunities

### WHO CREATES JOBS IN INDIA?

Category	# Companies	#Jobs per crore of capital deployed	Star job-creators within category	Job Juggards
Nifty50-manufacturing	33	0.83	Coal India(22.6); Aurobindo Pharma(2.60); HUL(2.55), L&T(6.09)	NTPC(0.11), Powergrid(0.06), Adani(0.04) Bharti Infrate(0.14), IOC(0.28), ONGC(0.28)
Nifty50-services	7	2.68	TechM(6.91), TCS(5.15), Wipro(3.79)	Bharti Airtel(0.23), Zee Entertainment(0.34)
Other listed services firms	6	4.95	Apollo Hospitals(7.99), Blue Dart(14.54)	EIH(1.88), Indian Hotels(2.04), Thomas Cook(1.84)
New-age* listed firms	11	1.26	Coffee Day(9.74), Future Retail(13.11), Just Dial(12.52), Firstsource(7.90), EXL(6.67)	Idea Cellular(0.16), MakeMyTrip(0.16), Sun TV(0.49)
PE-funded startups	3	0.69	Oyo(1.11)	Flipkart(0.63), PayTM(0.79)
Series-A&B startups	4	4.44	Peelworks(7.08), Liqid(5.33)	Rent-o-moj(3.62), Faircent(3.85)
Angel-funded & bootstrapped startups	4	13.77	Fitness365(40), LawRato(14), Mrida(5.89)	Beato(3.0)

Economy Disruptor

The stars create as many as **14 to 40 jobs PCCD** (per crore capital deployed). Even the 'weakest' one creates 3-4 jobs.

# Startups are Important for INDIA

## The World's Top 10 Startups

Companies valued at \$1 billion or more by venture-capital firms (as of August 2015)\*



\* Includes companies that are privately held, have raised money in the past four years and have at least one venture-capital firm as an investor.  
Source: The Wall Street Journal/Dow Jones VentureSource

## Alma mater of unicorn founders



## Indian startups are going Global, attracting Foreign funds

19

## Audience Survey Question

ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT



### What best explains your interest in today's webinar?

- I am curious about being an entrepreneur
- I plan to create a start-up soon
- I have created a start-up and am looking for advice
- I have created a few start-ups and would like to share advice
- Other (Tell us more in the chat)



\* If your answer differs greatly from the choices above tell us in the chat!

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# Brief History of Entrepreneurship In India

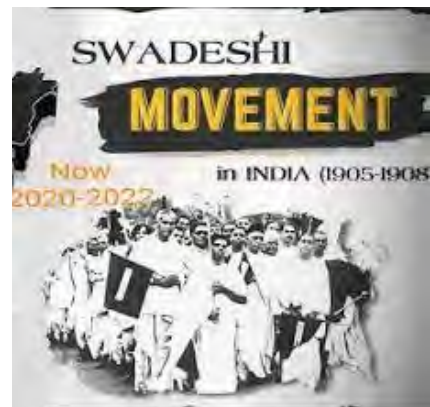
## How Old is entrepreneurial culture of India?

21

### Entrepreneurship during Pre-colonial Days



Once highly prized world over and fashion revolutionizing fabric CHINTZ originated in India



Movement for self reliance during colonial era



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India had a GDP share of **23%** of the world, when British left it was **2%**

# Effect of colonization on Indian Economy

*Maddison, Angus (2003): Development Centre Studies The World Economy  
Historical Statistics: Historical Statistics*

23

## Post-independence wave of Entrepreneurship | BT & IT Wave



1945



1968



1981



1978



1981

24

## 2<sup>nd</sup> wave of Entrepreneurship | Consumerism

**Paytm**

**Flipkart**



2000s

# Indian Startups Present Scenario



37% startups are in Business Analytics, 59% in Ecommerce sector, 42% in Aggregators and Recruitment

3100+ Startups are present

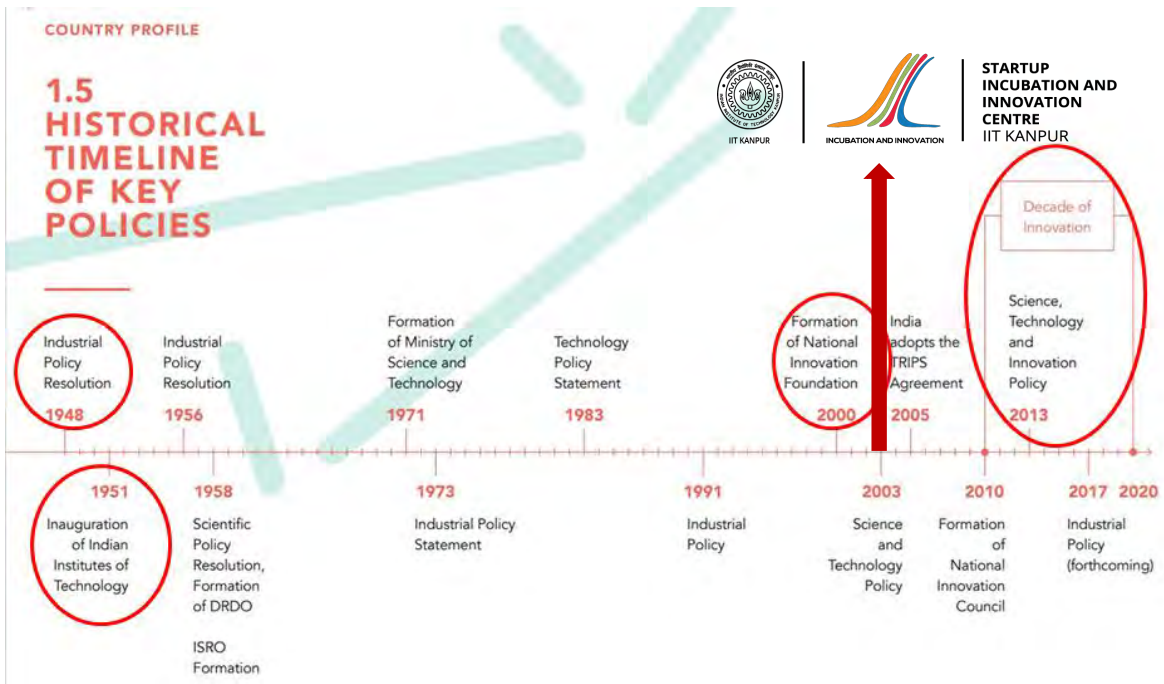
India is on 4th Position for Startup emerges globally

\$2.3 Million is the average valuation of startups

\$7.7 Million Average deal size for a startups

\$2.9 Billion Funding generated by the startups

70,000+ Employment Generated by the startups





An ecosystem  
that converts ideas  
into products



IIT KANPUR



INCUBATION AND INNOVATION

**STARTUP  
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SIIC now has 100 incubated companies from all over the





31

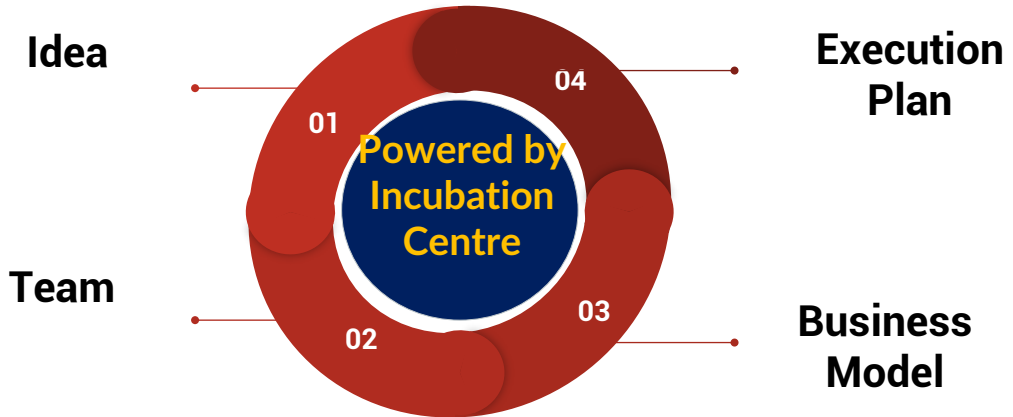
On an Average  
**90%** startups fail  
 and **10%** of the  
 startups fail in  
 their first year

The Success rate  
 of SIIC IIT Kanpur  
 is **~42%**

\*Success parameter : sustainable business beyond 5 years

32

# Key elements of a successful startup



## Idea



Solving global problem with a global solution



Solving Indian problem but selling product globally



# Team



**Nikhil Kurele**



**Harshit Rathore**

Grads from IIT Kanpur |  
Expertise in Robotics



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**Ankit Aggarwal**

Masters in Entrepreneurship from  
Symbiosis Institute of Business  
Management

And a whole bunch of BTech/MTech  
Graduates from the IITs



35

# Business Model

- B→B
- Focused Customer segmentation
- High Quality



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- B→B and B→C
- Correct identification of the customer
- Branding



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# Execution Plan

*'Nimbleness and opportunistic traits are crucial for the success'*

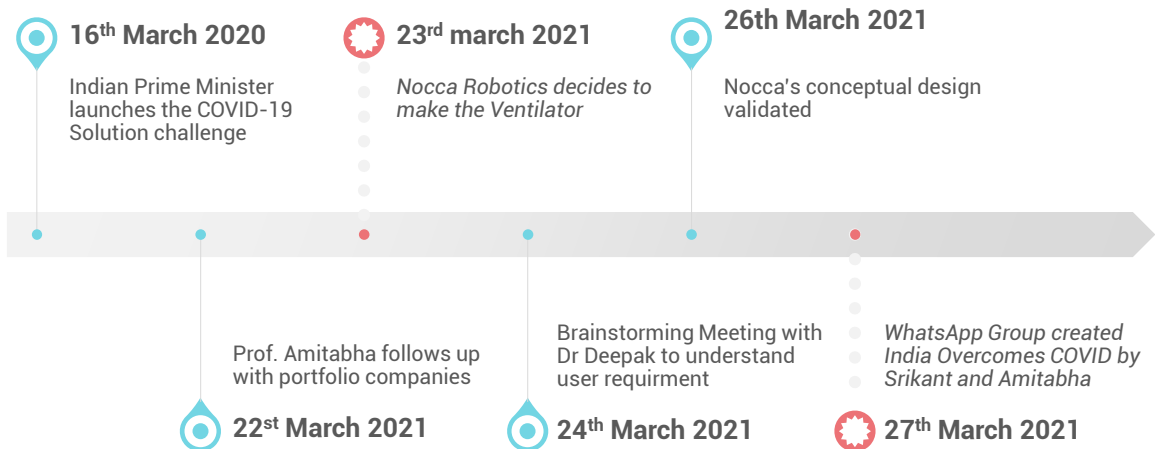
# FLASHBACK | 2020

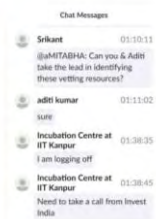
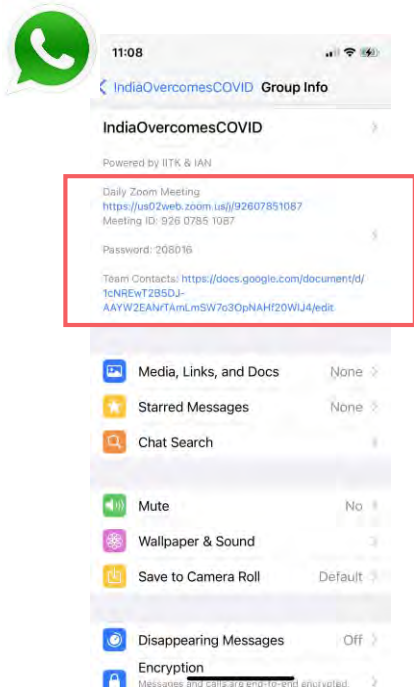


## Execution Plan

## Ideation Stage

From 180 days to 12 days





## CORE TEAM: Nocca Robotics



**Nikhil Kurele, CEO**  
B.Tech Mechanical Eng.  
IIT Kanpur



**Harshit Rathore, CTO**  
BS Chemistry  
IIT Kanpur



**Tushar Agarwal, Product Scientist**  
B.Tech+ M.Tech Mechanical Eng.  
IIT Kanpur



**Asim Thakurta, COO**  
Ex-Chief, Corporate Affairs,  
TATA Power

## Clinical Advisors



**Dr. Prachee Sathe**  
Director, ICU Ruby  
Hall Clinic



**Dr. Deepak Padmanabhan**  
Electrophysiology, Cardiology  
Narayana Institute of Cardiac  
Sciences



**Dr. Dileep Raman**  
Director - Cloudphysician  
Healthcare Pvt Ltd



## Project Leaders



### Srikant Sastri

Board Member, SIIC IIT Kanpur & Venture Centre Pune  
National Expert Advisory Committee, DST, GOI



### Prof. Amitabha Bandyopadhyay

KENT Entrepreneurship and Innovation Chair Professor;  
Professor-in-Charge, SIIC IIT Kanpur

## Chief Strategy & Corporate Advisors



### Dr. Ajai Chowdhry,

**Padma Bhushan**,  
Founder HCL; Chairman, Electronics Skills Council ; Chairman IIIT N.Raipur & IIT Patna



### Dr. Saurabh Srivastava,

**Padma Shri**,  
Founder NASSCOM, TiE Delhi/NCR, Indian Angel Network, Indian Venture Capital Association

## GTM Strategy



### Pavan Choudary

Chairman, MTAI; M.D, **Vygon India**;  
Independent Director, Transasia Bio-Medica

## Manufacturing & Licensing



### Sanjiv Verma

Chairman advisory Board Catapult Asia, former MD **Baxter India**

41

## Project Development



### Dr Rakesh Bhargava

Member of the Board and former Chairman of Fresenius Kabi Oncology Ltd, and former MD of **Fresenius Kabi India Ltd**



### Yashdeep Kumar

Global R&D head, **Stryker Corporation**



### Sanjay Banerjee

Former M.D, **Zimmer Biomet**; Chairman, OurHealthMate; Director, SS Supply Chain Solutions;

## Supply Chain



### Rajesh Raizada

Managing Partner at Culturewell  
Former VP, Supply Chain HCL

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# Execution Plan | Team

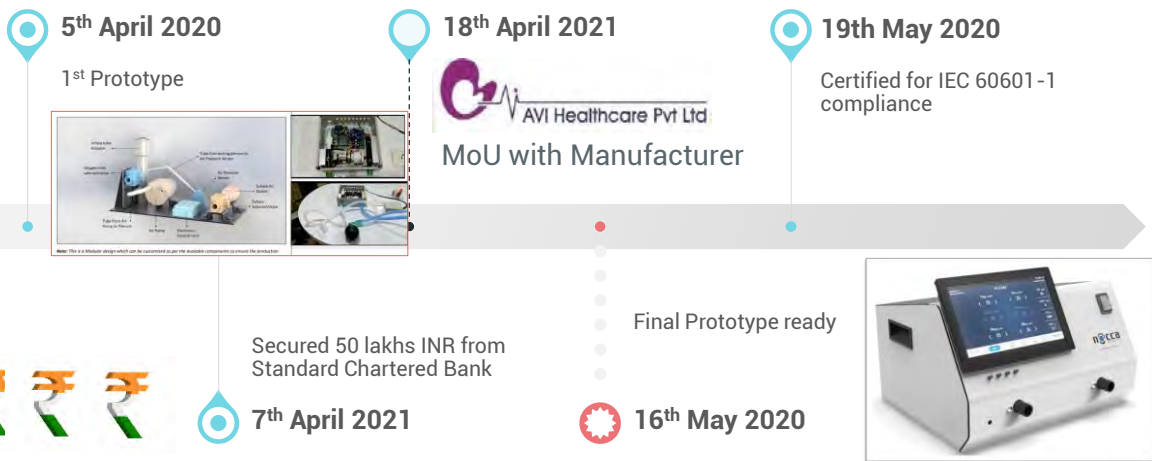
**From 180 Days to less than 24 hours**

*Different teams working simultaneously on supply chain, product development, funding, marketing, manufacturing, regulatory clearances.*

## Execution Plan

## Prototyping Stage

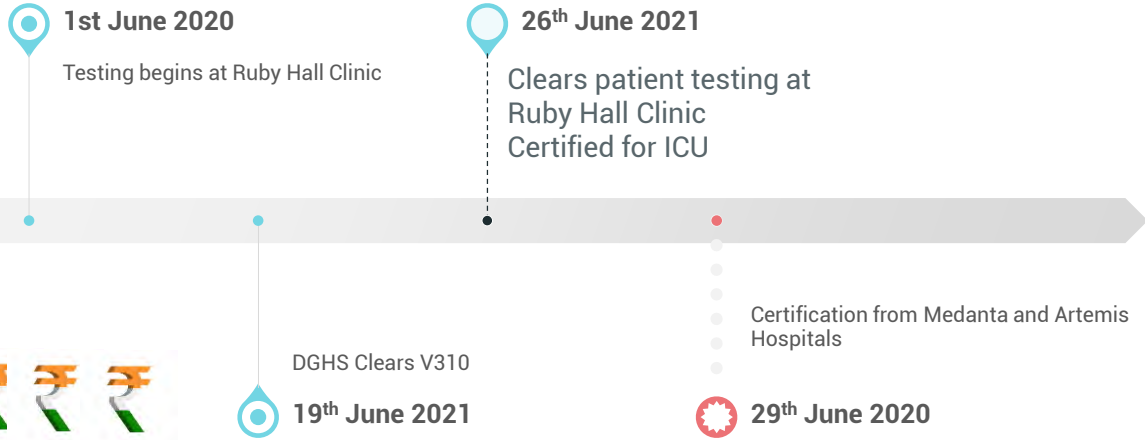
**From 180 days to 45 days**



# Execution Plan

# Prototyping Stage

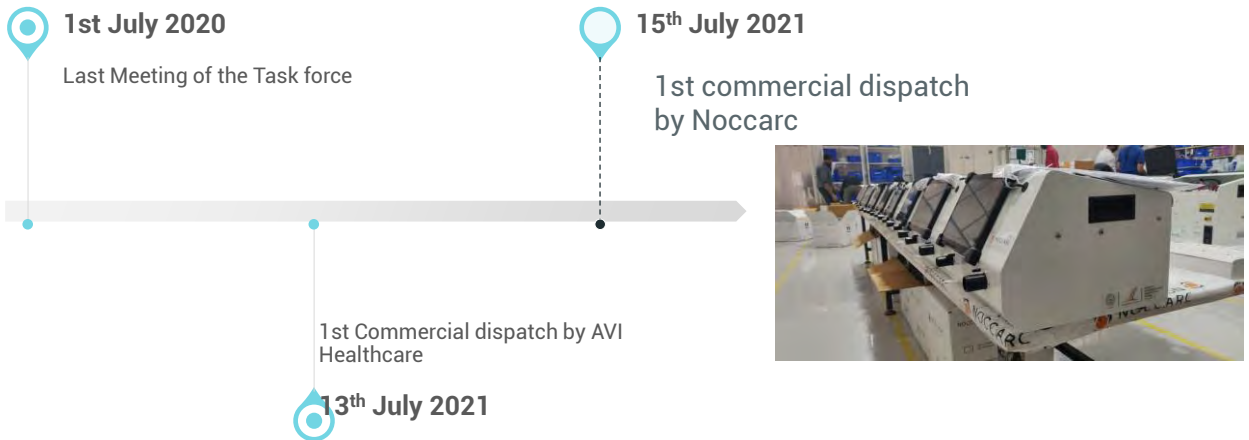
From 365 days to 45 days



# Execution Plan

# Commercialization

From 180 days to 15 days



47

COVID-19 crisis brought the need of **MANUFACTURING** in 'limelight' not just in India but worldwide

48



# Unprecedented Times. Unprecedented Efforts



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50

Unprecedented Times.  
Unprecedented Efforts

IIT Kanpur has been fighting against COVID-19 pandemic from the frontline.

**Oxygen Concentrators (8-10 LPM)**  
10 teams in collaborative learning & development  
8 SMEs to manufacture from 70+ applications

**Oxygen Plants (150 & 500 LPM)**  
2 teams experienced with delivering large scale  
government projects are setting up plants

**Hydrogenated Oxygen Therapy Device**  
A serial innovator developing new kind of  
machine to help the COVID-19 patients at 6 LPM

**Oxygen Saving Device**  
A device to save the O2 by managing the flow  
during the exhalation cycle is being developed in  
mentorship of Prof. Manu Prakash from Stanford  
University, an alumnus of IIT Kanpur

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**FOR INDIGENOUS BEDSIDE OXYGEN CONCENTRATOR  
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- Supply chain and Quality Sourcing support
- Funding Support
- Distribution and Logistics Support

WHY SIIC?

SIIC IIT Kanpur has brought together the team that delivered the ICU-Ventilator in 90-days and we believe we will be able to do it again.



**ICU Ventilator  
in 90 days**

**In the 1<sup>st</sup> wave, 2020**



**IIT Kanpur is also the Nodal Agency of the Consortium led by the Office of the PSA, Gol**

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# How is SIIC IIT Kanpur becoming a manufacturing innovation hub?

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- Careful selection of innovators
- Community based approach
- Institutional support
- Alumni Connect
- Govt. Connect
- Industry Connect
- Massive investment

## Current Challenges of Manufacturing in India

- Lack of Infrastructure
- Expensive and delayed logistics
- Complex Land and Labour Laws
- Long term capital

<https://smeventure.com/5-major-challenges-faced-startups-india/>  
<http://www.smetimes.in/smetimes/face-to-face/2021/Apr/15/samir-sathe-interview63433.html>

# Initiatives under StartupIndia and Make In India

- **PLI Scheme** extended to 11 sectors including Medical Devices Industry
- **11 new schemes** to promote MSME in India. Support includes technology upgradation, innovation, skill enhancement, rural employment etc
- Establishment of Manufacturing zones
- CSR funds via Incubation centres for startups and MSME

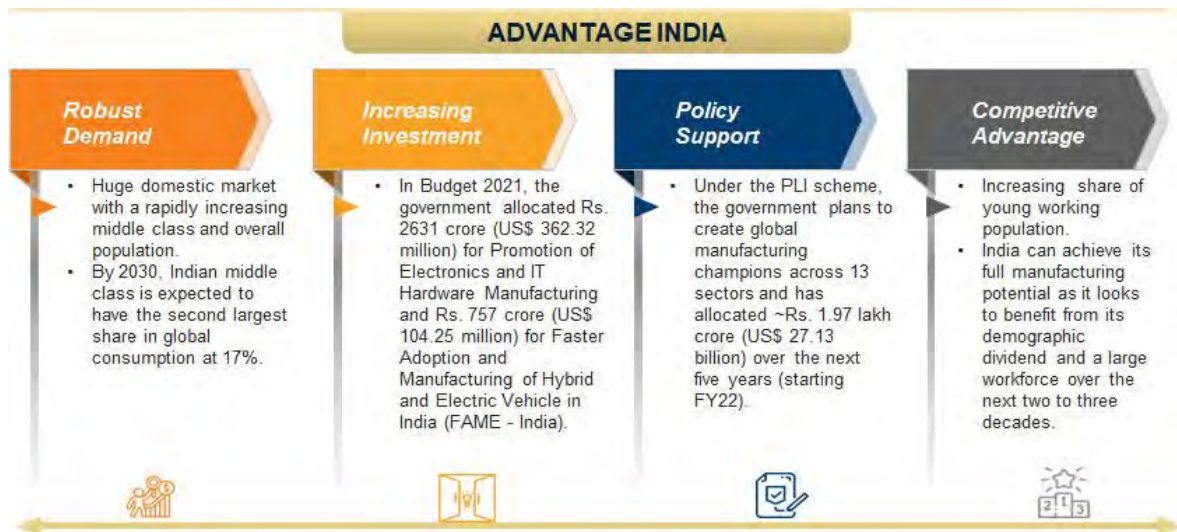
<https://www.investindia.gov.in/schemes-msmes-india>



#startupindia



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<https://www.ibef.org/industry/manufacturing-sector-india.aspx>

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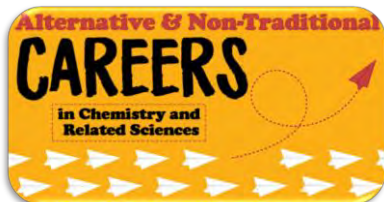
### Building Your Own Startup

Presenting a Business Incubator's Perspective

# Happy to answer your Questions

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# How to Start a Start-Up



**FREE Webinar** | TODAY at 6-7 IST (8:30am ET)



ASK YOUR QUESTIONS AND MAKE YOUR COMMENTS IN THE QUESTIONS PANEL NOW! <sup>59</sup>



## How to Start a Start-Up



**DR. AMITABHA BANDYOPADHYAY**  
Kent Chair Professor, Department of Biological Sciences  
and Bioengineering, Indian Institute of Technology Kanpur



**DR. DEEKSHA GUPTA**  
Associate Director-India,  
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Moderator: Lorraine Clark, ACS Publications

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- How skin-inspired electronics are interfaced with biological systems

Co-produced with: ACS Committee on Science

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## Online vs. In-Person

### Networking as a Medicinal Chemist



Date: Thursday, May 20, 2021 @ 2-3:30pm ET

Speakers: Ronny Priefer, Massachusetts College of Pharmacy and Health Sciences / Kelly Chibale, University of Cape Town (South Africa) / Maria Laura Bolognesi, University of Bologna (Italy)

Moderator: Lorraine Clark, ACS Publications

[Register for Free!](#)

#### What You Will Learn:

- Why networking is essential for a successful career in medicinal chemistry
- How to approach in-person vs. virtual networking with proven advice from leaders in the field
- What tips and tricks for virtual networking provide results and how you can get started now

Co-produced with: ACS Divisions of Medicinal Chemistry, Chemical Toxicology, American Association of Pharmaceutical Scientists, and ACS Publications

## How to Win Funding

### Compelling Grant and Fellowship Applications



Date: Thursday, May 27, 2021 @ 2-3pm ET

Speaker: Nancy Jensen, American Chemical Society

Moderator: Joerg Schlatterer, American Chemical Society

[Register for Free!](#)

#### What You Will Learn:

- Where funding sources can be located
- How to effectively present your proposed research
- How to avoid some common errors in proposal writing and constructively dealing with rejection

Co-produced with: ACS Graduate & Postdoctoral Scholars Office

## Skin-Inspired Organic Electronics



ACS President H.N. Cheng Presents:



Date: Friday, May 28, 2021 @ 1-2pm ET

Speakers: Zhenan Bao, Stanford University and H.N. Cheng, ACS President

Moderator: Young-Shin Jun, Washington University in St. Louis

[Register for Free!](#)

#### What You Will Learn:

- What is the current status of skin-inspired electronics
- How materials are designed for skin-inspired electronics
- How skin-inspired electronics are interfaced with biological systems

Co-produced with: ACS Committee on Science

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