

“Product Startups: Escaping Early Stage Traps”



Date

Thursday, 19th April
2007

NASSCOM presents a workshop for Product Startups “Escaping Early Stage Traps”

Early-stage companies are often short of money and need to get traction with early-adopter customers and venture investors. This is a particularly challenging period for the startup. There are three traps that they commonly fall into. These relate to product architecture, go-to-market strategy and building out of the core team. This workshop explains these traps and shows startups how to navigate them.

Target audience: Early-stage product companies that ideally have a prototype ready.

This workshop is part of NASSCOM’s Product Initiatives for Early-stage Product Companies, Entrepreneurs, Product teams and Incubating companies.

Workshop Overview:

Time	Activity
1000 hrs to 1015 hrs	Registrations
1015 hrs to 1030 hrs	Introductions
1030 hrs to 1330 hrs	Workshop Agenda: <ul style="list-style-type: none">• Typical product startup lifecycle• Chicken & Egg Problem: Customers & Investors• The three underlying traps - with examples• Escaping the traps<ul style="list-style-type: none">◦ Making hard choices in the product and product architecture◦ Winning early-adopter customers◦ Balancing the Leadership Team• Group exercises• How to be investor ready?• Panel discussion summarizing the key ideas
1330 hrs onwards	Networking and Lunch

Workshop team:

- [Sharad Sharma](#) (Chair)
- [Prat Moghe](#) (Co-chair)

In addition to the two anchors, NASSCOM would be inviting experts from the Product Ecosystem to share their experience.

Registration:

This workshop has limited seats in order to ensure high degree of participation and involvement from the attending delegates. Registration is on a first-come basis. Kindly fill in the attached form and required details, as it would enable the anchors to add in specifics based on the participants’ profiles. Registration shall be confirmed only upon receiving the details. Kindly send us the details to Bangalore@nasscom.in

The workshop is charged at Rs. 2500/- per company and for 2 delegates.

Who Should Attend

- CEOs & CTOs of Product Startups,
- Product Entrepreneurs,
- Incubating Companies,
- Product team members in companies

Venue

Hotel Royal Orchid
Off Airport Road , Next to KGA.
Hall: “Seasons II”

Registration

Participation Fee: Rs. 2500
per Company, for 2 senior
delegates

Last Date for Registration:
17th April 2007

Kindly send a cheque / DD favoring "NASSCOM" to NASSCOM, # 607, Oxford Towers,
Kodihalli, Airport Road, Bangalore - 560 008. Ph: +80 4115 1705

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