



VENTURE
CENTER

◆ **Technology**

◆ **Innovation**

◆ **Entreprise**




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 **MONDAY**
30 JAN, 2023

 **4.00pm - 5.00 pm**

 **Hybrid Mode**
(Online via zoom and in-person at Venture Center campus)

Lessons from failed enterprises and entrepreneurs

HOW TO AVOID THE POTHOLES OF VENTURE CREATION AND GROWTH

- Reflecting on mentoring, educating and being part of new venture teams, the speaker, Dr Vyakarnam will focus on some of the mistakes that he has seen with people, markets, finance and technology.
- These learnings are those which are often not talked about. This is because, generally the focus is on what should be done so as to inspire people to overcome fears, achieve success and act on their passion



Shailendra Vyakarnam

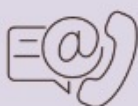
PhD, FRSA

Educator | Mentor | Entrepreneur

About: Dr. Shailendra Vyakarnam

- Dr Shailendra Vyakarnam is presently Visiting Professor at Cranfield University and also Associate of the Senior Combination Room at Kings College Cambridge.
- He has had a career as educator when he pioneered education FOR entrepreneurship as founding Director of the Centre for Entrepreneurial Learning at Cambridge.
- He has published a dozen books, supervised doctoral students, published in academic journals , advised policy makers and held various Board positions.
- Dr Vyakarnam has mentored hundreds of deep tech entrepreneurs and co-founded several businesses over his career.
- More recently he has invested as a business angel in 7 firms, three of which are led by female entrepreneurs.

Free event, but registration is mandatory

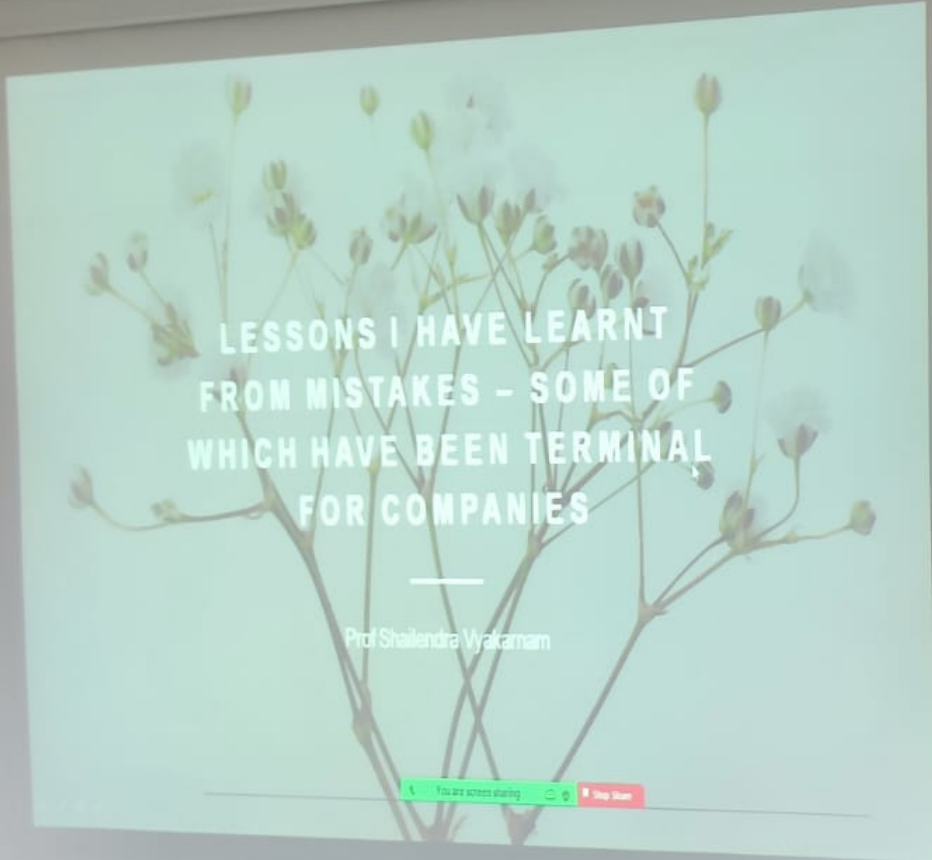


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Scan here:



Register at
<https://tinyurl.com/30Jan-techex>



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MARKETS AND CUSTOMERS HAVE SPOKEN



- Lack of understanding of the market ecosystem
- Poor understanding of the needs of the customers and stakeholders in the market
- Pricing and revenue models not clear and viable
- Lacking a clear sharp message of what problem is being solved
- Strategy drifting with no scalable solution reaching the market
- Messaging lacks creativity and just not compelling to the audiences
- Lack of customer engagement resulting in endless product development rather than digging deeper into what the customer really needs and is willing to pay for.
- Intensifying competition



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