

May 13<sup>th</sup>, 2024

## Workshop Session on “The Power of Soft Skills in Startups: The Secret to Business Success”

### Event Report- TechForChange- Cohort 3

**Event Type:** Workshop Session

**Topic:** The Power of Soft Skills in Startups: The Secret to Business Success

**Speaker:** Mr. Navneet Kumar Bajaj-Senior engineering Manager, Ciena

**Mode:** Online

**Platform:** Microsoft Teams

**Date:** 13<sup>th</sup> May, 2024


**Duration:** 7pm to 8pm

**Participants:** Teams qualified for “TechForChange- Cohort 3”

Funded by

**ciena**

nasscom  
foundation



**TechForChange-Cohort 3**

**WORKSHOP**

on

**The Power of Soft Skills in Startups:  
The Secret to Business Success**

by

**NAVNEET KUMAR BAJAJ**  
SENIOR ENGINEERING MANAGER,  
CIENA

 **13th May, 2024**  **7 -8 PM**

 **Teams Meeting**

#### Introduction:

“The Power of Soft Skills in Startups: The Secret to Business Success” was organized by NASSCOM in collaboration with Ciena and eCELL MSIT for the Techforchange-Cohort3 on May 13th. In the workshop Mr. Navneet Bajaj (senior engineering manager, Ciena) highlighted the crucial role of soft skills in driving startup success. He emphasized that while technical expertise is essential, soft skills such as effective communication, leadership, adaptability, problem-solving, and emotional intelligence are equally vital for navigating the dynamic startup landscape.

#### Key takeaways:

Following were the key takeaways from the workshop as delivered by Mr. Bajaj:

1. Project Management Triangle: Mr. Navneet discussed the importance of balancing time, cost, and quality in project management, emphasizing the need for agility and adaptability in startups.

2. Individual Characteristics: The workshop highlighted soft skills like adaptability, high potential, problem-solving, mentorship abilities, and emotional intelligence as critical for fostering innovation, overcoming challenges, and building strong teams.

3. Effective Communication: Startups' ability to articulate their vision, ideas, and products clearly to stakeholders, including investors, customers, and team members, can significantly impact their success. The workshop stressed the importance of transparent and efficient communication at all levels.

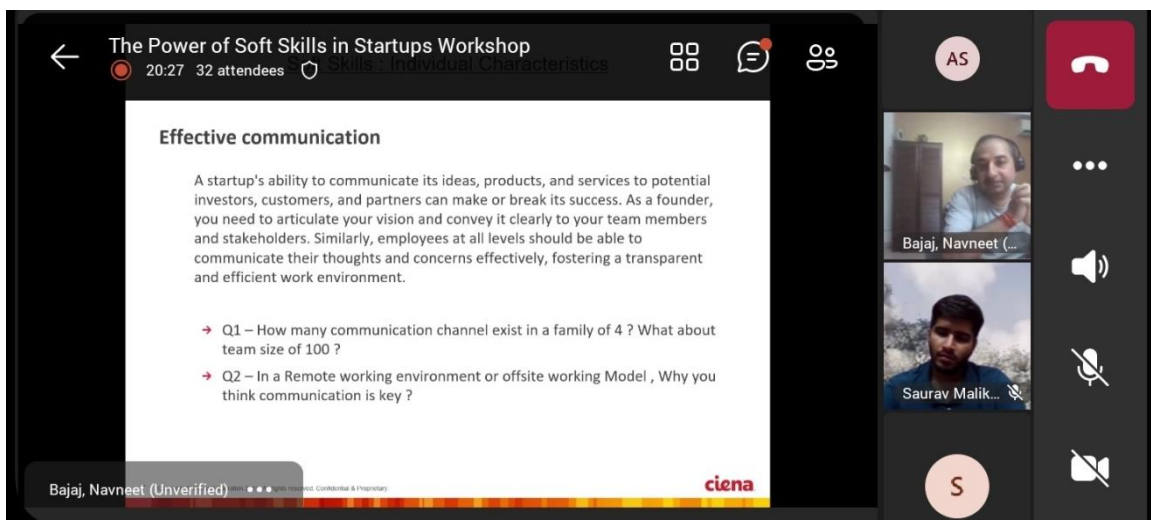
4. Leadership: Early-stage startups often have flat organizational structures, necessitating strong leadership skills from founders and team members. Leaders must inspire, provide clear direction, and make informed decisions to drive the company forward amidst challenges and changes.

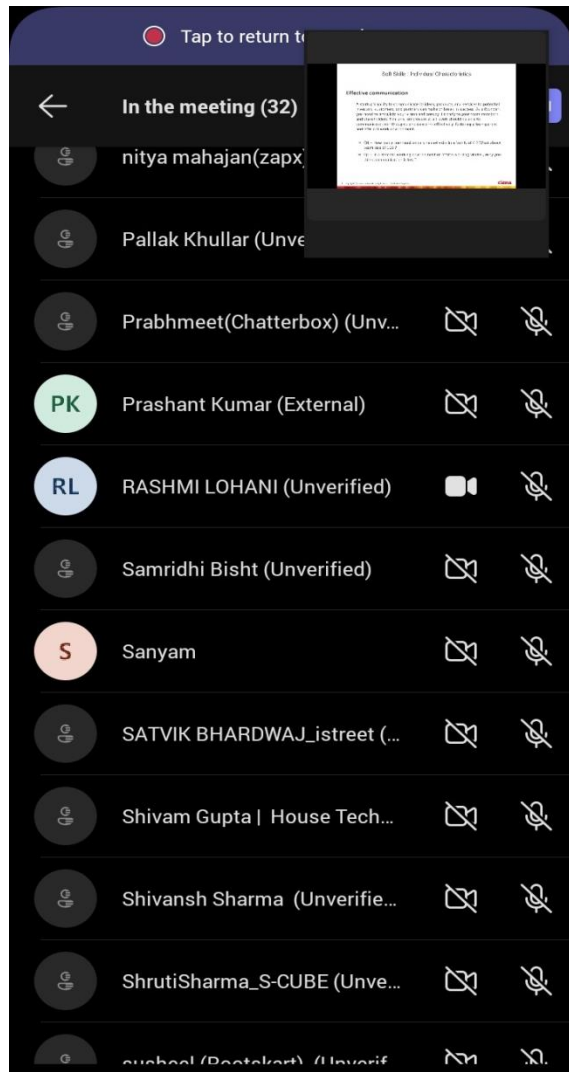
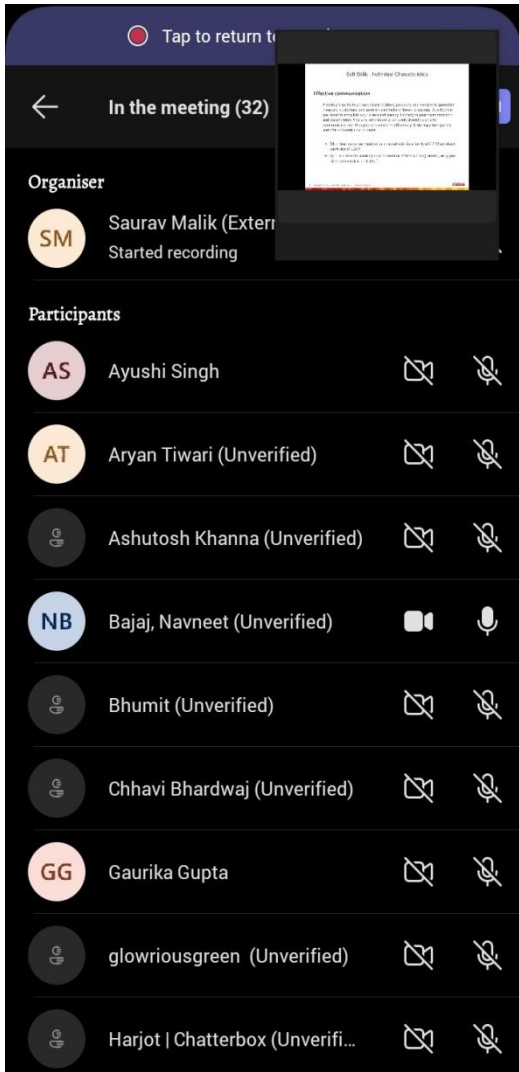
In the workshop, Mr. Bajaj also included interactive exercises and case studies, allowing participants to apply the concepts learned and gain practical insights from experienced mentors and industry experts.

## Conclusion:

Overall, the "The Power of Soft Skills in Startups" workshop provided valuable knowledge and strategies for entrepreneurs and startup teams to cultivate and leverage soft skills, fostering a collaborative, innovative, and resilient organizational culture essential for long-term success.

## Screenshots from the meeting:





May 14<sup>th</sup>, 2024

**Event Type:** Workshop Session  
**Topic:** Value Proposition/Positioning  
**Speaker:** Mr. Ajay Batra - Startup mentor, Angel Investor, Author  
**Mode:** Online  
**Platform:** Microsoft Teams  
**Date:** 14<sup>th</sup> May, 2024  
**Duration:** 5pm to 7pm  
**Participants:** Teams qualified for “TechForChange- Cohort 3”

Funded by **ciena** **nasscom** foundation

**TechForChange-Cohort 3**  
Workshop on  
**Value Proposition/Positioning**  
by  
**AJAY BATRA**  
STARTUP MENTOR | ANGEL INVESTOR | AUTHOR

Teams Meeting 5 - 7 PM  
14th May, 2024

**Marketing and Sales Key Performance Indicators (KPIs)**

For measuring the success of marketing campaigns, sales activities, and overall business objectives.

EXAMPLE: SAAS STARTUP

- App installs
- Website traffic
- Insta followers

### **Introduction:**

On May 14th, 2024, a comprehensive and hands-on workshop titled "Value Proposition/Positioning" was conducted by Mr. Ajay Batra, an experienced external consultant, via Microsoft Teams in collaboration with eCell MSIT. The session was scheduled from 5 PM to 7 PM and aimed to provide participants, particularly startups, with practical tools, strategies, and insights to excel in positioning their businesses effectively. The workshop sought to equip attendees with the knowledge and techniques necessary to systematically identify their market fit and leverage positioning techniques for long-term success.

### **Workshop Agenda and Key Takeaways:**

#### 1. Competitor Analysis:

The workshop began with a crucial discussion on competitor analysis, emphasizing the importance of identifying and understanding both direct and indirect competitors in the market. Mr. Batra introduced the Go-to-Market Canvas framework, which served as a visual aid to help participants map out their competitors and gain a comprehensive understanding of the competitive landscape.

#### 2. Target Customer Persona:

One of the central themes of the workshop was the development of a well-defined target customer persona. Mr. Batra emphasized the significance of thoroughly understanding the needs, preferences, and behaviors of the target audience. The Go-to-Market Canvas facilitated this process by providing a dedicated section for defining the target customer persona, ensuring that all business strategies and decisions are aligned with the desired customer segment.

### 3. Value Proposition Development:

Crafting a compelling value proposition was a key focus area during the workshop. Mr. Batra guided participants through the process of identifying their unique selling points and differentiating factors. The Go-to-Market Canvas highlighted elements such as 24/7 multichannel support, high growth potential, trusted advisor status, and a customer-centric approach as essential components of a strong value proposition.

4. Key Performance Indicators (KPIs): To measure the success of marketing campaigns, sales activities, and overall business objectives, the session emphasized the importance of tracking relevant Key Performance Indicators (KPIs). A dedicated slide on "Marketing and Sales Key Performance Indicators (KPIs)" provided examples such as app installs, website traffic, and social media following, enabling participants to understand the metrics that align with their specific goals.



### 5. Outreach Channels:

The workshop explored various outreach channels that startups can leverage to build awareness, generate leads, convert prospects, and support customers. A comprehensive list of channels was presented, including social media, pay-per-click advertising, email/SMS marketing, search engine optimization, influencer marketing, affiliate partnerships,

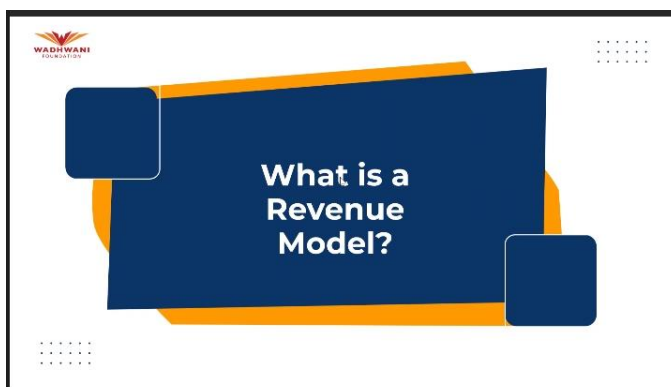
public relations, webinars, and leveraging sales and customer support teams. This section aimed to provide participants with a broad understanding of the available options and the importance of developing an integrated outreach strategy.

### 6. Challenges for Startups:

Acknowledging the common struggles faced by startups in implementing effective go-to-market (GTM) strategies, Mr. Batra dedicated a portion of the workshop to addressing these challenges. He sparked discussions around the unique obstacles startups encounter, such as limited resources, lack of market awareness, and the need for agile adaptation.

### 7. Revenue Models:

The workshop delved into different revenue models that startups can consider, recognizing the importance of identifying a suitable monetization strategy.



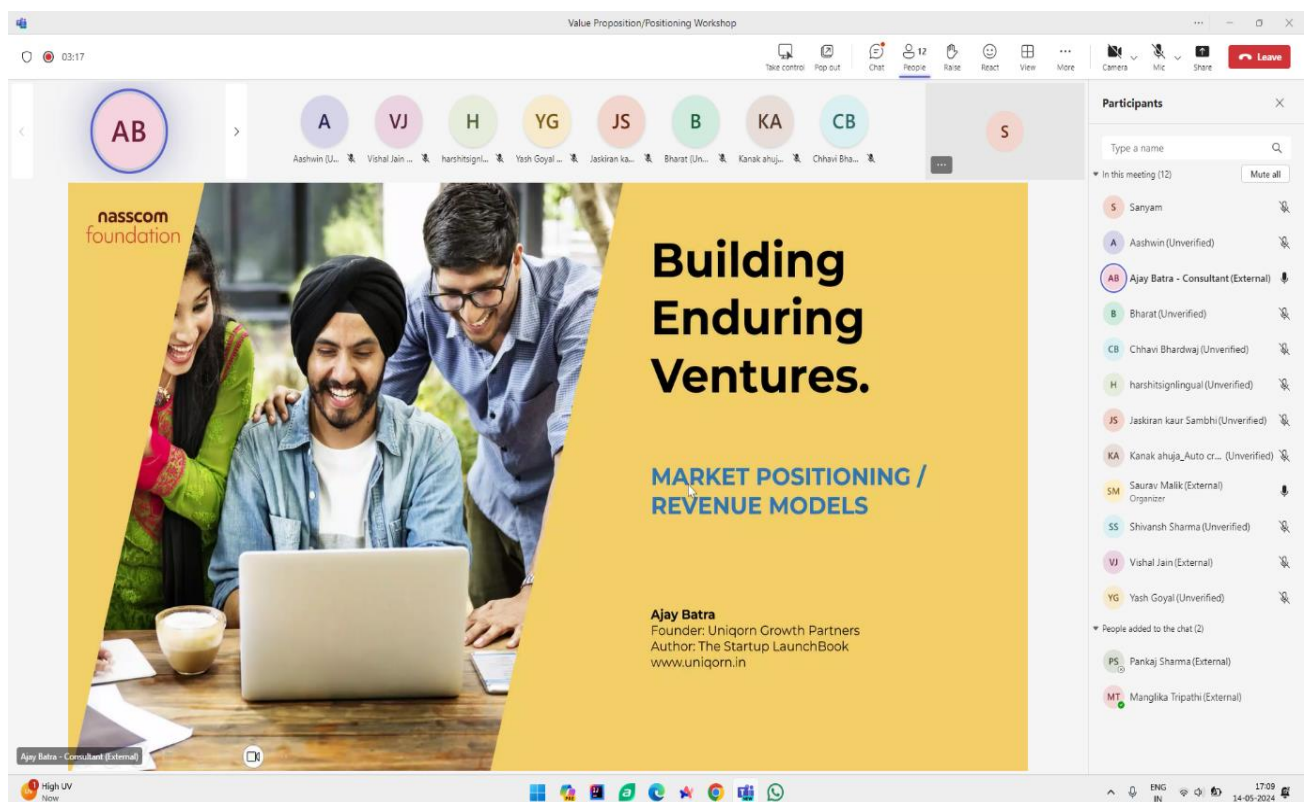
The "What is a Revenue Model?" slide introduced concepts such as subscription-based, freemium, advertising, and marketplace models, allowing participants to explore options that align with their business goals and value propositions.

Throughout the workshop, Mr. Batra shared real-world case studies and practical examples to illustrate the concepts and principles discussed. Participants had the opportunity to engage in interactive discussions, ask questions, and gain valuable insights from the experienced consultant's expertise.

### Conclusion:

The "Value Proposition/Positioning" workshop proved to be an informative and engaging experience for attendees. By combining theoretical knowledge with practical tools and strategies, the session equipped participants with a comprehensive understanding of positioning techniques, go-to-market strategies, and revenue models. The workshop empowered startups to effectively position their businesses, identify target markets, develop robust outreach plans, and explore suitable monetization models for long-term growth and success.

### Screenshots from the meeting:



**GO-TO-MARKET CANVAS**

**Startup: Zomato**

- Urban food enthusiasts aged 20-40 years, who value convenience, value and quality in dining experiences
- 24/7 multichannel support (chat, email, phone) offering quick resolution to delivery issues, orders, complaints, and different concerns.
- Swiggy local restaurants, takeaway joints, home cooking

**Date:**

- Social media posting (content, timely posts, discount promotions, membership drives, referral programs, utilization surveys, engaging content, etc.)
- Surveys and ratings, referrals, testimonials, implementing customer feedback, customer support
- Restaurants, influencers, such as providers, payment gateways, logistic providers
- Number of app downloads, daily active users, order volume, customer acquisition cost, retention rate, and churn rate

**Participants:**

- AB Ajay Batra - Consulta... (External)
- BA Bhavika Arora (Unverified)
- CB Chhavi Bhardwaj (Unverified)
- EL Ezinore Pvt. Ltd. (External)
- GG Gavy Garg (External)
- GG glowiousgreen G... (Unverified)
- KA Kanak ahija\_Auto... (Unverified)
- KK Khushi Kataria (Unverified)
- SI Samridhi Bisht - (U... (Unverified)
- SM Saurav Malik (External) Organizer
- S Shatakshi | Gyan... (Unverified)
- SS Shivansh Sharma (Unverified)
- VJ Vishal Jain (External)
- YG Yash Goyal (Unverified)
- PS Pankaj Sharma (External)
- MT Manglika Tripathi (External)

May 16<sup>th</sup>, 2024

## Workshop Session on Pitch day - Value Proposition/Positioning

### Event Report- TechForChange- Cohort 3

**Event Type:** Workshop Session  
**Topic:** Pitch day -Value Proposition/Positioning  
**Speaker:** Mr. Ajay Batra - Startup mentor, Angel Investor, Author  
**Mode:** Online  
**Platform:** Microsoft Teams  
**Date:** 16<sup>th</sup> May, 2024  
**Duration:** 5pm to 7pm  
**Participants:** Teams qualified for “TechForChange- Cohort 3”

**Introduction:**

On May 16th, 2024, NASSCOM TechForChange-Cohort3 in collaboration with eCell MSIT organized a "Pitch Day" event as a follow-up to the "Value Proposition/Positioning" workshop led by Mr. Ajay Batra. This event took place via a Microsoft Teams meeting and provided an opportunity for interested teams to present their business ideas, strategies, and go-to-market (GTM) plans based on the learnings from the previous workshops.

**Event Overview:**

The "Pitch Day" event was designed to be a hands-on and interactive session, allowing participating teams to showcase their work and receive valuable feedback from Mr. Ajay Batra and their peers. Each team was allotted five minutes to present their pitch deck, which included the following key components:

1. Problem Statement and Solution:

Teams clearly stated the problem they aimed to solve and presented their proposed solution, whether it was a product, service, or a combination of both.

2. Business Type:

Participants identified whether their business model was B2B (Business-to-Business), B2C (Business-to-Consumer), or another type, providing context for their target market and approach.

3. Prototype (if applicable):



If available, teams showcased prototypes or early versions of their solutions to give a tangible representation of their offerings.

#### 4. Revenue Model:

Participants outlined their chosen revenue model, such as subscription-based, freemium, advertising, or marketplace, aligning with the discussions from the previous workshop.

#### 5. Marketing Strategy:

Teams presented their marketing strategies, including target customer personas, value propositions, and outreach channels, leveraging the concepts and tools introduced during the workshop.

#### 6. Features and Future Prospects:

Participants highlighted the key features of their solutions and shared their future plans and prospects for growth and development.

During the presentations, Mr. Ajay Batra and the other teams actively engaged in the process, providing constructive feedback, asking clarifying questions, and offering suggestions for improvement. Mr. Batra shared his expert insights, drawing from his extensive experience in the startup ecosystem.

#### **Conclusion:**

At the conclusion of the event, Mr. Ajay Batra summarized the key points and emphasized the importance of Clear Problem Statement and Value Proposition, Target Market Identification, Revenue Model Alignment, Iterative Approach and Perseverance and Adaptability

The "Pitch Day" event provided a valuable opportunity for participating teams to apply the knowledge and tools gained from the "Value Proposition/Positioning" workshop in a practical setting. The feedback and insights shared by Mr. Ajay Batra and the peer teams contributed to enhancing the participants' understanding of effective positioning, go-to-market strategies, and revenue models. This event fostered a collaborative and supportive environment, enabling startups to refine their approaches and increase their chances of success in the competitive market.

#### **Screenshots from the meeting:**

#### **Participants:**

← In the meeting (17) 🔍 Mute all

**Organiser**

**SM** Saurav Malik (External)  
Started recording

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**Participants**

**AS** Ayushi Singh

**AB** Ajay Batra - Consu... (External)

**Chhavi Bhardwaj**

**EL** Ezinore Pvt. Ltd. (External)

**JASKIRAN KAUR**

**Kanak**

**Krissmann**

**Nikhil Raj**

**PALLAK KHULLAR**

← In the meeting (17) 🔍 Mute all

**Kanak**

**Krissmann**

**Nikhil Raj**

**PALLAK KHULLAR**

**P** Pranjal

**S** Sanyam

**SATVIK BHARDWAJ\_istreet**

**Shivansh Sharma**

**Subrat**

**VJ** Vishal Jain (External)

**Yash Goyal**

# Workshop Session on Project Management

## Event Report- TechForChange- Cohort 3

**Event Type:** Workshop Session

**Topic:** Project Management

**Speaker:** Mr. Amit Kumar Pandey- manager, Software Engineering Systems, Ciena

**Mode:** Online

**Platform:** Microsoft Teams

**Date:** 20<sup>th</sup> May, 2024

**Duration:** 6pm to 7pm

**Participants:** Teams qualified for “TechForChange- Cohort 3”



### Introduction:

The Nasscom foundation's TechForChange-Cohort 3 program in collaboration with eCell MSIT organized an insightful workshop on "Project Management" on May 20, 2024, from 6-7 PM. The virtual workshop, conducted via Microsoft Teams, aimed to equip participants with essential knowledge and skills for effective project planning, execution, and management. The session was facilitated by Mr. Amit Kumar Pandey, Manager, Software Engineering Systems at Ciena, a renowned expert in the field of project management.

### Workshop Overview:

The workshop commenced with Mr. Pandey providing a comprehensive overview of the key components that constitute a project. He meticulously explained the significance of requirements

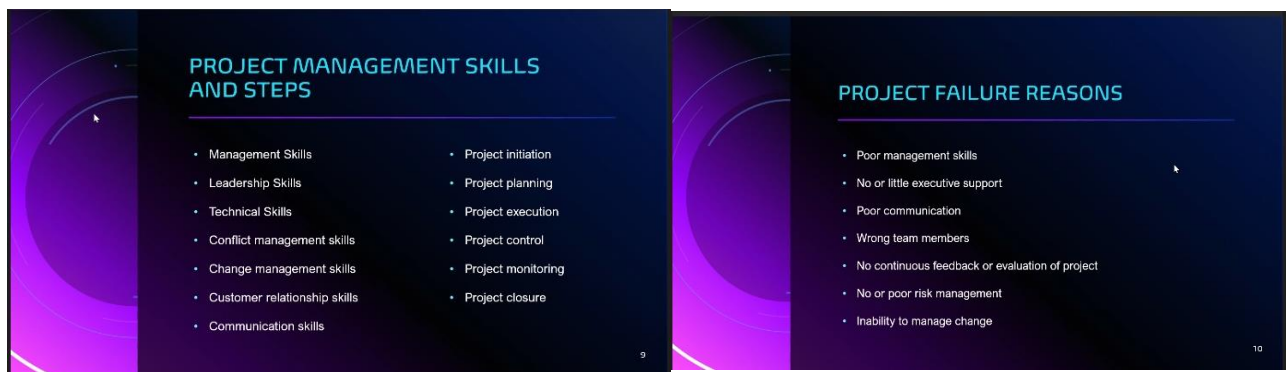
gathering, goal setting, stakeholder identification, budget allocation, critical decision-making, team formation, timeline planning, and risk management. The facilitator emphasized that successful project execution hinges on the seamless coordination of these elements, orchestrated by an effective project leader.

### 1. Key Terminology:

To establish a common understanding among the participants, Mr. Pandey introduced and elaborated on the common terms associated with projects. These included deliverables (tangible and intangible outputs), milestones (dates for major activities), tasks (activities undertaken), risks (potential problems), issues (realized risks), Gantt charts (visual representation of tasks and timelines), and stakeholders (individuals or groups affected by the project). He stressed the importance of mastering these terminologies for clear and effective project communication and documentation.

### 2. Project Management Skills and Steps:

One of the key highlights of the workshop was the discussion on the essential skills required for successful project management. Mr. Pandey comprehensively covered management skills, leadership skills, technical skills, conflict management skills, change management skills,



customer relationship skills, and communication skills. He emphasized that these competencies are crucial for navigating the complexities of project management and ensuring successful project delivery.

The facilitator then outlined the typical steps involved in the project management lifecycle, including initiation (defining the project scope and objectives), planning (developing comprehensive plans and strategies), execution (implementing the project plan), control (monitoring and controlling project activities), monitoring (tracking progress and performance), and closure (formally closing the project and documenting lessons learned).

### 3. Project Failure Reasons:

To provide a well-rounded perspective, Mr. Pandey also highlighted the potential reasons for project failures. These included poor management skills, lack of executive support, inadequate communication, improper team composition, lack of continuous feedback and evaluation, poor risk management, and inability to manage change effectively. He encouraged participants to be vigilant and proactive in addressing these potential pitfalls to mitigate project risks.

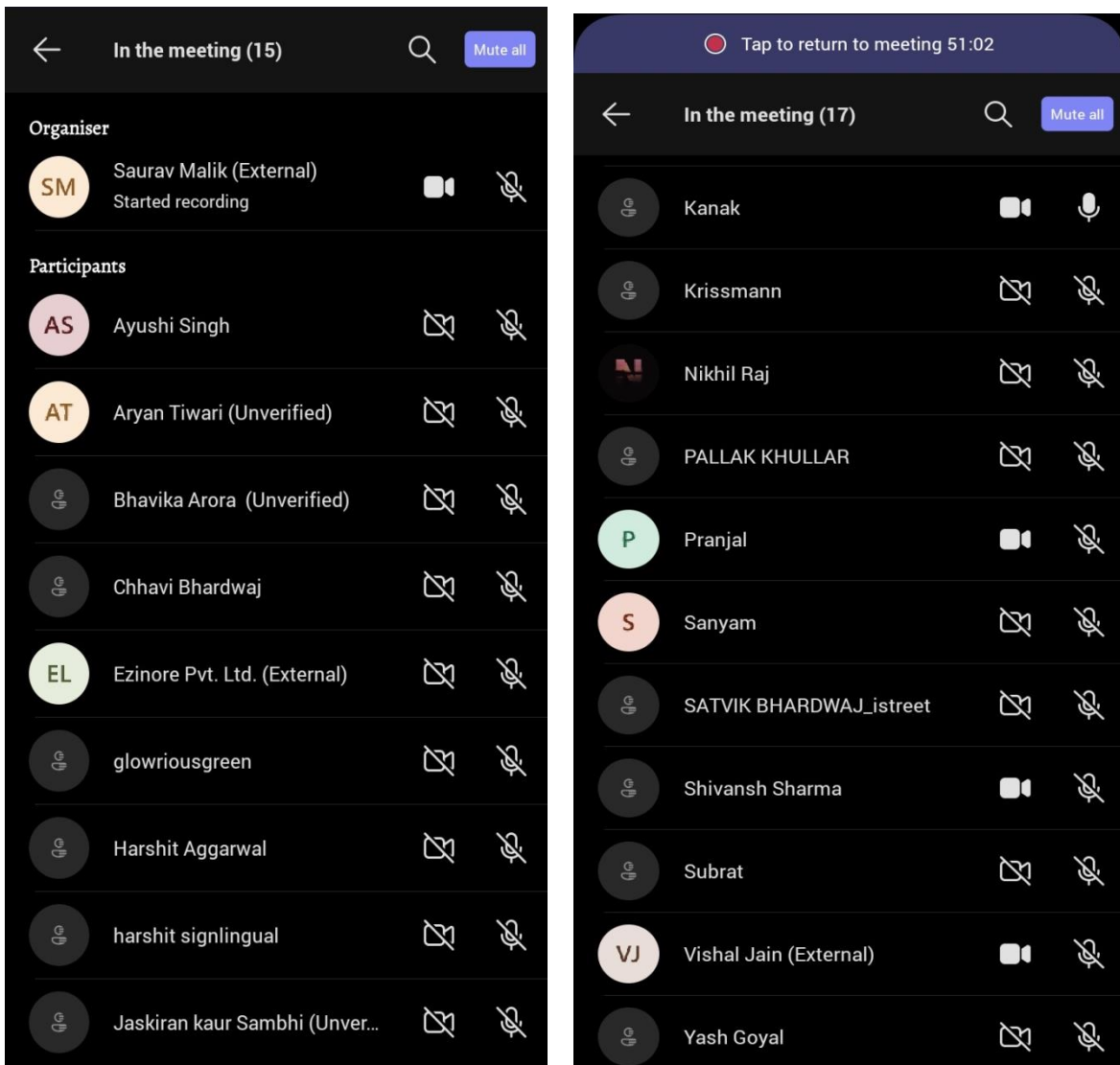
### 4. Interactive Learning:

Throughout the workshop, Mr. Pandey fostered an interactive learning environment by encouraging participants to ask questions and share their perspectives. He used real-world examples and case studies to illustrate the practical application of project management principles, making the learning experience more engaging and relatable.

### Conclusion:

The project management workshop conducted by Mr. Amit Kumar Pandey proved to be an invaluable learning experience for the participants. It provided a comprehensive understanding of the critical elements involved in successful project delivery, from project initiation to closure. Participants gained insights into essential project management skills, terminologies, and best practices, equipping them with the knowledge and tools necessary to navigate the complexities of project management effectively. The interactive nature of the workshop further enriched the learning experience, fostering a collaborative and engaging environment.

### Screenshots from the event:



May 22<sup>nd</sup>, 2024

## Orientation Session on Prototyping Track Event Report- TechForChange- Cohort 3

**Event Type:** Orientation Session

**Topic:** Prototyping Track

**Mode:** Online

**Platform:** Microsoft Teams

**Date:** 22<sup>nd</sup> May, 2024

**Duration:** 5pm to 6pm

**Participants:** Teams qualified for Prototyping round of “TechForChange- Cohort 3”

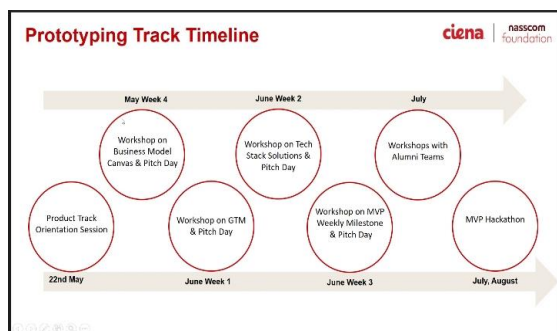


### Introduction:

The Orientation Session for the Prototyping Track of the TechForChange Cohort-3 program was organized by NASSCOM and eCell MSIT Jointly on May 22, 2024, via a Teams Meeting. This session aimed to provide the selected teams with essential information and guidance for the upcoming four-month prototyping phase. The session was led by Saurav Malik, Vishal Jain, Ms. Manglika Tripathi, and other program leads.

### Key Insights:

#### 1. Timeline and Milestones:

A table titled "Prototyping Track Scoring Parameters" for TechForChange Cohort - 3. It lists 10 criteria for evaluation, each with a score range and a brief description of what the score represents. The criteria are: 1) CLARITY OF PROBLEM STATEMENT (10 Points), 2) TARGET PERSONA IDENTIFICATION (10 Points), 3) FOCUSED VALUE PROPOSITION (10 Points), 4) SOLUTION DEFINITION (10 Points), 5) USER FLOW (10 Points), and 6) HOW FEASIBLE - Feasibility with few and clear features (10 Points). A note at the bottom states: "ATTENDANCE will also be considered when evaluating teams of the workshops that they have attended in the Learning Track phase." and "Note: Final ranking was done based on social impact." The Ciena and Nasscom Foundation logos are in the top right corner.

Criteria	Score Range	Description
1) CLARITY OF PROBLEM STATEMENT (10 Points)	1-3	Problem statement not defined properly / trying to solve vague issue
	4-6	Problem statement defined vaguely, needs more clarity
	7-9	Problem statement well defined, but not a niche problem
	10	Niche problem statement and well defined issues backed up with insights
2) TARGET PERSONA IDENTIFICATION (10 Points)	1-3	Target user not identified properly / no user persona
	4-6	User persona defined, but focusing on the wrong target user
	7-9	Target user identified, but needs more clarity
	10	Target user identified properly and clear insights on customers
3) FOCUSED VALUE PROPOSITION (10 Points)	1-3	Value proposition not clear, unclear what the product brings to the table
	4-6	Value proposition vaguely defined in the BMC and wireframe
	7-9	Value proposition clearly defined in BMC and clearly delivered in wireframe
	10	(Measure relevance) from actual user insights
4) SOLUTION DEFINITION (10 Points)	1-3	Solution definition not clear
	4-6	Solution presented, but not clearly tied to the problem statement
	7-9	Solution defined clearly through steps in the wireframe
	10	proper metrics backing up its success
5) USER FLOW (10 Points)	1-3	User flow not cohesive
	4-6	User flow cohesive, but not resembling user's routine
	7-9	User flow cohesive in solving the problem based on user's routine
	10	to feedback while solving the given problem in the users routine
6) HOW FEASIBLE - Feasibility with few and clear features (10 Points)	1-3	Operational feasibility not apparent or addressed
	4-6	not concise
	7-9	resources
	10	resources while backing up with actual and specific names/items

The session covered the detailed timeline and milestones for the ‘Cohort-3’ as well as of the ‘Prototyping Track’. The Prototyping track’s timeline included workshops on Business Model Canvas & Pitch Day (May Week 4), CTM & Pitch Day (June Week 1), Tech Stack Solutions & Pitch Day (June Week 2), MVP Weekly Milestone & Pitch Day (June Week 3), Workshops with Alumni Teams (July), and finally, the MVP Hackathon (July/August).

## 2. Prototyping Track Task:

The participants were briefed on the requirements for the Prototyping Track Task, which involved creating a 3-5 minute pitch video. The video should cover the problem statement, user validation and insights, the value proposition and revenue stream, and an MVP demo showcasing the user journey and product usage.

## 3. Prototyping Track Offerings:

The program offered various support and resources to the participating teams, including one-on-one mentoring, technical workshops, replenishment support for prototyping, and assistance for prototype development.

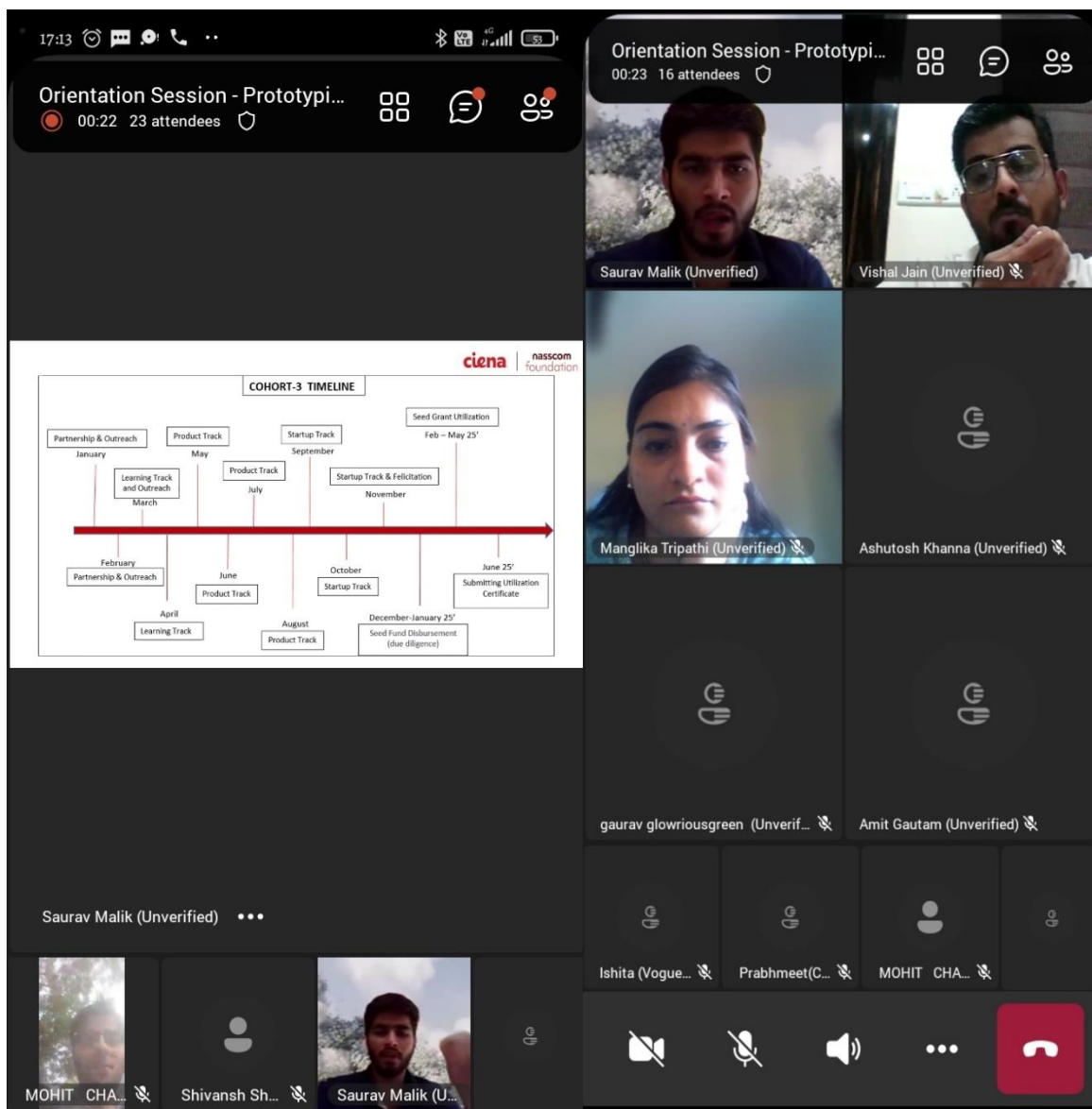
## 4. Scoring Parameters:

The session highlighted the scoring parameters for the Prototyping Track, which included clarity of the problem statement, solution definition, target persona identification, user flow, value proposition, social impact, and attendance in the Learning Track phase.

## **Conclusion:**

The Orientation Session for the Prototyping Track of the TechForChange Cohort-3 program provided a comprehensive overview of the upcoming four-month journey. The session equipped the participants with the necessary information, guidelines, and resources to successfully navigate through the prototyping phase. The program leads addressed queries and concerns, ensuring that the teams were well-prepared to embark on their prototyping endeavors. The session laid the

foundation for an engaging and productive prototyping experience, fostering innovation and social impact through technology-driven solutions.



Screenshots from the meeting:



