

JULY 21 – 22 : CHENNAI, INDIA

.

About Proto.in SE '07 Agenda:

Though it has been much less than a year since the previous edition of Proto, the amount of feedback that we've received and the support that those from the startup and technology product ecosystem have shown us, has been phenomenal. I would like to start by saying Thank you.

We have in many ways, taken the *way of the startup* in building the Proto platform - closely listening to those who benefit, affect, influence and look up to it. The result is a mix of some interesting and ground-breaking mix of ideas, technology and networking practices put to work.

We hope you would enjoy and benefit from this platform and ecosystem, as much as we've worked hard in bringing it together for you. As always, we will look forward to hearing for your feedback and for your support.

Here's a sneak preview at some of the new "features" that you will see at Proto.in SE '07:

Fastrack Evolution:

This session evolved out of a single and very important question: We see that the 25 presenting companies benefit immensely by interacting with the mentors, and taking on the stage. What about the others who have nominated, but didn't make it to the top 25? If it was indeed the case that they require help in terms of strengthening their business plan, then what is Proto doing towards helping them?

A lot of startups and entrepreneurs in India do find it hard to get the answers to some of the most basic and crucial set of questions. The questions and knowledge range from experiences that could be drawn from an entrepreneur who had started a company before – either succeeded or failed – from an incubation center, or a lawyer. The questions do range all the way from, What's the difference between Incorporation and LLC, The things to get done while getting the core team together, How far does an NDA hold, How to wisely dispense your Equity holdings, What are the various clauses and what they mean in an investment deal, How do you do the ground work of market analysis and to validate the scope of a product, How to manage your board of directors, etc etc. The questions were quite crucial and moreover the answers to them that we decided to get a panel of folks from the industry, from veteran entrepreneurs to entrepreneurs-turned-VCs, asking them to share from their experience and expertise the answers to these questions and more.

This Session will be held during the day on Saturday, 21st July 2007.

JULY 21 – 22 : CHENNAI, INDIA

Technology – Driven Networking:

For starters, the venue will be wifi-ed. If you step into the venue and do check-in into the registration counter and enter into the main area, you will be given the URL to a location on the web where you can seamlessly and in real-time interact with any of the participants who are in the venue and online. The system will also allow for sending a message directly to the mobile phone of those who are not online at that time.

The underlying point and request is for you to bring your wifi-enabled laptop when you come.

Real – time Feedback System

You can short text message (SMS) your question, request or comment about a product that you've seen on stage to a shortcode. The reactions will be compiled, sorted and in periodic intervals during the day be handed to the companies that made the pitch, helping them network and garner mindshare throughout the day.

Unconference-Style Discussions

If you are one who is not restrained by structured sessions, thoughts or talks but would like to explore along the lines of getting together with a few like-minded people, show off a few mashups that you've come up with, to flaunt your programming skills or engage in a conversation which might be a class apart from the structured topics, then we have made provisions for you with free wi-fi and coffee just for that!

I believe that should be quite enough to have caught your interest. We do have a few other systems and processes in place, which we think you would very much benefit from, and will help you create, collaborate and contribute, in a better way.

See you there!

Regards,

Vijay Anand

Key Organizer – Proto.in

SATURDAY JULY 21ST, 2007* :

Venue: IC & SR, IIT- Madras

Open to: All Participants [Investors, Business and Industry Analysts, Technologists, Startups, Media]

8:00am – 11:00am: Registration 'n Check-in

9:00am - 11:00am : **FASTRACK EVOLUTION** – Two Tracks with Four Sessions Each

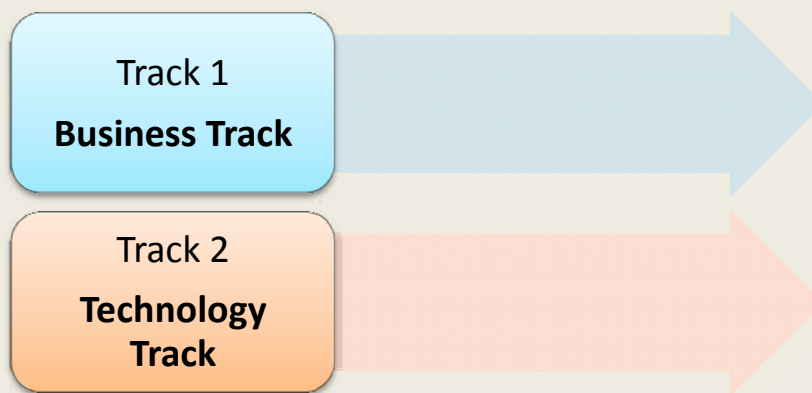
11:00am – 12:00pm : Networking with Unlimited coffee and Snacks

12:00pm - 1:30pm: **FASTRACK EVOLUTION** : Two Parallel Tracks with Three sessions Each

1:30pm – 3:00pm : Lunch and Networking

3:00pm – 5:00pm : Unconference-style Interactive Sessions

FasTrack Evolution Session:



The Topics in the Business Track **Include:**

- The startup Essentials
- Bootstrapping a Venture without Venture Capital
- Building your Core Team
- The Art of Bootstrapping
- Investment Clauses, Equity Dilution and Legals
- How to Pitch to a VC
- Startups and Media – Effective PR
- and more

JULY 21 – 22 : CHENNAI, INDIA

The Topics in the Technology Track **Include:**

- Product Management Principles
- Developers Corner: AJAX, Ruby Workshop
- Platform Introduction and Workshop: Apollo & Flex
- Identifying Opportunities in the Long Tail
- Emerging Mobile Technologies and Opportunities
- and more

5:00pm: End of Day one

6:00 – 10:00pm: Networking Dinner**

Open to: By Invitation only. For Presenting Companies, Investors and Invited Guests

Venue: See Invitation card.

Note: * The 25 selected companies will have mentorship / rehearsal sessions on allocated time schedules with a Mentor, Industry Expert along with advice on bringing out the best points during the presentation.

JULY 21 – 22 : CHENNAI, INDIA

SUNDAY JULY 22ST, 2007 :

Venue: IC & SR Auditorium, IIT- Madras

Open to: All Participants [Investors, Business and Industry Analysts, Technologists, Startups, Media]

8:00am – 9:30am : Registration 'n Check-in

9:00am - 2:30pm : **The Main Event:** Proto's Top 25 Asian Technology Startup Companies

2:30pm – 5:30pm : Lunch and Networking

5:30pm : End of Day two



For the Printable version of the same, visit www.proto.in.