

AGENDA

Friday 18TH, JULY 2008

VENUE: SEMINAR HALL, IIT DELHI

FASTRACK "STARTUP SCHOOL" SESSIONS:

8:30	REGISTRATIONS OPEN	
9:00	Keynote:	Kiran Karnik Former President, NASSCOM
9:45	Building Services for India: The Art of Pricing	Murugavel Janakiram, BharatMatrimony.com
10:30	At the Helm of a Fast Growing Business	Bhavin Turakhia, Directi
11:15	REFRESHMENTS AND NETWORKING	
11:30	Building Products People Want	Sameer Guglani, Morpheus Partners
12:15	The Art of Marketing Your Startup	Mahesh Murthy, Pinstorm & Kiruba Shankar, F5ive Technologies
1:00	LUNCH	
1:45	Building a Brand that Never Dies	Narayan, 20:20 Media

2:30	Virality is Part of the Design: The Core of Viral Marketing	Amit Ranjan, Slideshare
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3:15 REFRESHMENTS AND NETWORKING

3:30	Reconciling Entrepreneurs and Investors	Sanjay Anandaram, Jumpstartup
4:15	Financing your Itch: Running on Bootstrapped Cash	Gaurav Bhatnagar, Tekriti Software
5:00	The Dilemma of the Creative Class	Shashank Ghosh, Film Director (Quick Gun Murugan)
5:45	Freeconomics: How Long Can Free be Free?	An Open Discussion

6:00 END OF DAY ONE

Saturday 19TH, JULY 2008

VENUE: DOGRA HALL, IIT DELHI

9:00 REGISTRATIONS AND CHECKIN

9:30	Introduction and Welcome	Vijay Anand
9:45	Startup Showcase	Session I

11:00 REFRESHMENTS AND NETWORKING

11:15 Startup Showcase Session II

1:00 LUNCH BREAK

1:00 Company DEMO Stalls Open

VENUE: SEMINAR HALL, IITD

2:30 Innovation BrainJam: **OPEN TO ALL**
Kiruba Shankar & Amit
Somani

4:30 QUIZ **OPEN TO ALL**

5:30 Contest Winners
Announcement

6:00 END OF PROTO.IN JULY '08

7:00 –
9:00 **Networking Dinner (On Invitation)**
