

November 14, 2020

# ENTREPRENEURSHIP BOOTCAMP 101 2019

## Proof of Concept (PoC) Session

*Proof of concept (PoC) is a realization of a certain method or idea in order to demonstrate its feasibility, or a demonstration in principle with the aim of verifying that some concept or theory has practical potential. A proof of concept is usually small and may or may not be complete. A session for all the incubates on PoC was held in the Incubation Centre. This session was curated by Mr. Venkatesh Majji, Founder of Red Solar and Mentor at RVIM IEI.*

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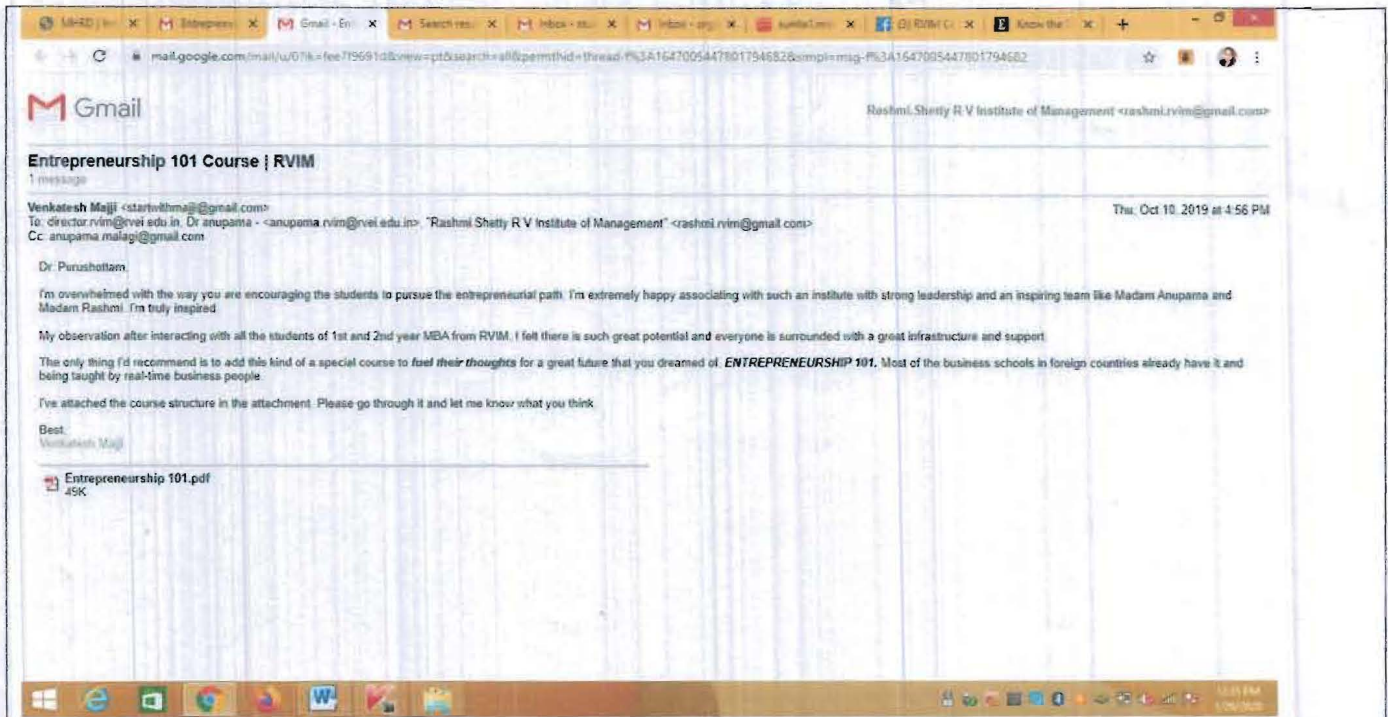
RASHTREEYA SIKSHANA SAMITHI TRUST

**R V INSTITUTE OF MANAGEMENT**  
CA 17, 26 Main, 36th Cross, 4th T Block, Jayanagar  
Bengaluru, Karnataka 560 041

<b>Entrepreneurship 101 Boot Camp</b>	
<b>Date:</b> 14 <sup>th</sup> November, 2019	<b>Venue:</b> RVIM Centre for IEI
<b>Time:</b> 09:00 am to 7:00 pm	<b>Incubatees of RVIM Centre for IEI</b>
<b>No. of Participants:</b> 15	<b>Event Coordinator:</b> Prof. Rashmi Shetty
<b>Objectives</b> <ul style="list-style-type: none"><li>▪ To test the design and idea of the incubatees.</li><li>▪ To develop the functionality of the concepts presented by the incubatee teams.</li><li>▪ To verify the usability of the ideas and designs presented by the students in the real world.</li></ul>	
<b>Agenda/Flow of the Event</b> <ul style="list-style-type: none"><li>- Inauguration</li><li>- Brainstorming</li><li>- Q&amp;A</li><li>- Online follow up</li></ul>	
<b>Brief Profile of the Mentors for PoC:</b> <ul style="list-style-type: none"><li>- Mr. Venkatesh Majji, Founder CMO, Redsolar.</li><li>- Mr. Naresh Kini, CFO, Red Solar</li></ul>	

**Copy of the Circular**



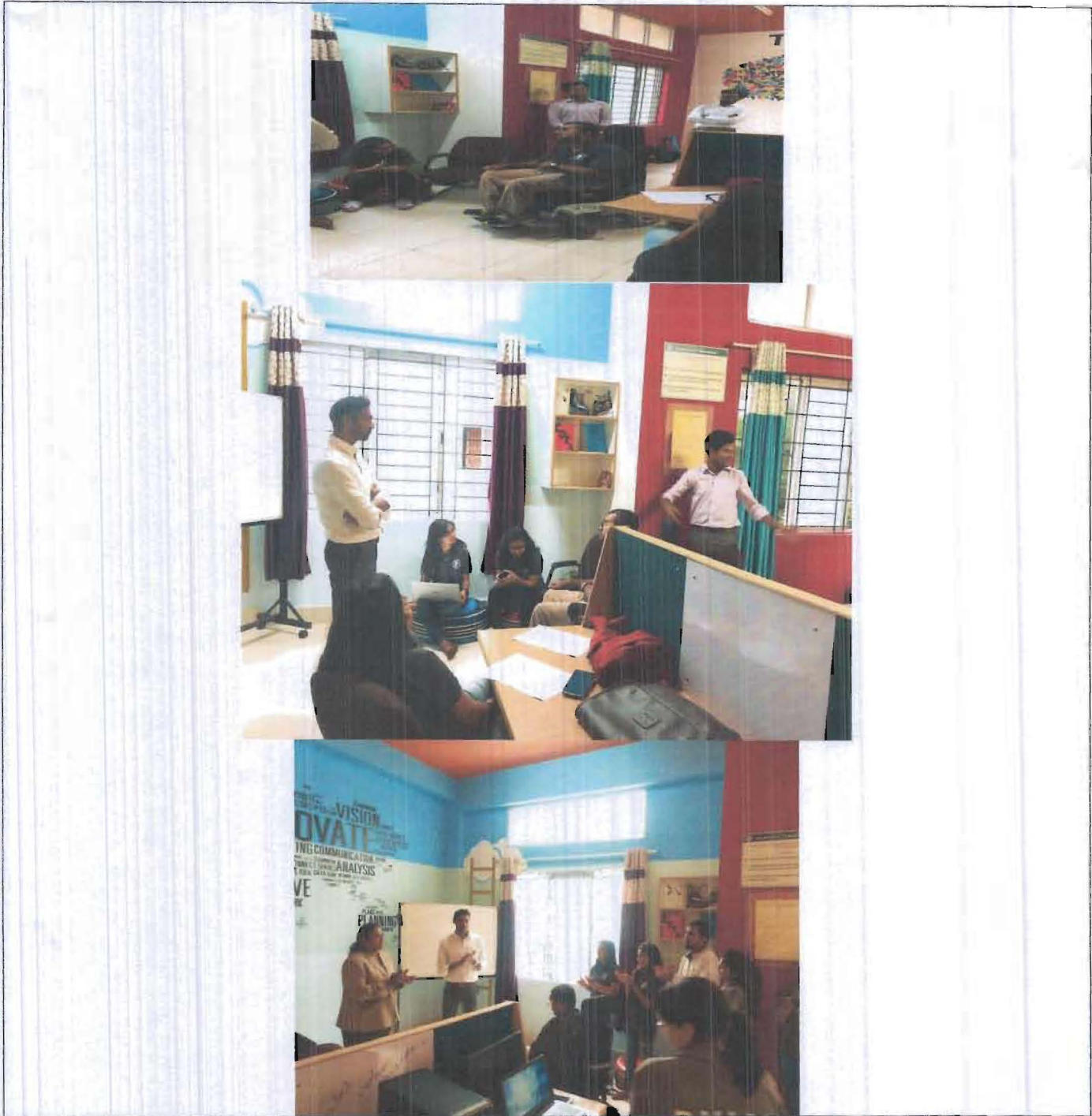


**Outcome Achieved/ Attained:**

- Helped the incubatees to establish an evidence that their idea or product concept will be successful or not.
- They were able to solicit internal feedback about their idea.
- They got aware of the potential risks involved in their idea and design.

**Photo Gallery**







**Feedback/ Coordinators Comment:**

The program is very useful to the students and taught them the real meaning of team spirit, innovation, effectuation, and risk taking by actual experience.

**Event Coordinator**

**Director**





# Entrepreneurship Bootcamp Proposal

**PROPOSED TO:  
RV INSTITUTE OF  
MANAGEMENT**

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**PREPARED BY:  
MR. NARESH KINI**

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+91-9738258851  
STARTWITHMAJJI@GMAIL.COM





## About Venkatesh

An entrepreneur, Sales Strategist and a Business coach. He is the Co-founder of RED Solar, a solar energy company helping people to have sustainable and green energy sources.

He's been handling the Marketing, Sales, and Branding of RED Solar. Today, RED Solar is worth 2 million US dollars, have a presence in two states, and ready to scale up in other parts of India.

M.S in University of Texas Arlington, USA

## What Entrepreneurship Bootcamp?

Entrepreneurship Bootcamp is an intensive bootcamp that brings together many young entrepreneurs, students and professionals from across industries and place them on a common platform to innovate and create new startups by collaboration. This program lets students get a taste of enterprenurship and startup environment before they are ready to face the world outside.



## The Problem

Out in the market there are two types of companies, Traditional companies and Growth companies. Growth companies are those which are fast growing and dynamic. People working in these companies should be intrapreneurs themselves. Traditional MBA courses do not teach skills needed to survive these environments. Coupled with recession coming next year, students need to stay equipped with these skills. Wherein if the job market is unstable, they can create their own jobs.

## Our Programs

We offer a four step solution to this problem. Putting students in challenging environment, thereby developing skills like critical thinking, calculated risks, dynamic skillsets etc. The steps are briefly explained below;

**Ideation 101 :** The students are put into a brainstorming session where they try and test different ideas.

**Marketing 101 :** The students are then taught how they can market the ideas.

**Sales 101 :** The students are then taught how to Sell.

**Scaling 101 :** The students are finally taught to scale the ideas to the next level.





## Cost Structure

### 1 Year Engagement

**52 Sessions**

**1 on 1 Personal Business Coaching**

**Internship Opportunities**

**Entrepreneurship cell Set-up in B Schools**

**Rs. 8,00,000**

### 6 Month Engagement

**24 Sessions | 1 on 1 Mentorship**

**Group Business Coaching**

**24x7 Support**

**Rs. 5,00,000**

### 3 Month Engagement

**12 Sessions**

**1 on 1 Mentorship**

**Rs. 3,00,000**



# Terms and Conditions

## Ownership of Program Materials

Entrepreneurship Bootcamp or other material contributors to the open enrollment programs solely own all the intellectual property or have obtained the necessary rights relating to the materials used for the open enrollment programs. Title to and the right to determine the disposition of any copyrightable materials first produced under the terms of Agreement solely by faculty or staff.

You must not copy, reproduce, republish, disassemble, decompile, reverse engineer, download, post, broadcast, transmit, make available to the public, or otherwise use Bootcamp content in any way except for your own personal, non-commercial use. You also agree not to adapt, alter or create a derivative work from any Bootcamp content except for your own personal, non-commercial use.


## Governing law

All Disputes arising in this transaction shall be under Bangalore jurisdiction.

I hereby agree to purchase the above service(s) inline with the terms and conditions mentioned above

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Customer Signature and Date



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Venkatesh Majji  
Signature and Date



Director RVIM &lt;director.rvim@rvei.edu.in&gt;

## Entrepreneurship 101 Course | RVIM

Venkatesh Majji <startwithmajji@gmail.com>

10 October 2019 at 16:56

To: director.rvim@rvei.edu.in, Dr anupama - <anupama.rvim@rvei.edu.in>, "Rashmi.Shetty R V Institute of Management" <rashmi.rvim@gmail.com>

Cc: anupama.malagi@gmail.com

Dr. Purushottam,

I'm overwhelmed with the way you are encouraging the students to pursue the entrepreneurial path. I'm extremely happy associating with such an institute with strong leadership and an inspiring team like Madam Anupama and Madam Rashmi. I'm truly inspired.

My observation after interacting with all the students of 1st and 2nd year MBA from RVIM, I felt there is such great potential and everyone is surrounded with a great infrastructure and support.

The only thing I'd recommend is to add this kind of a special course to *fuel their thoughts* for a great future that you dreamed of. **ENTREPRENEURSHIP 101**. Most of the business schools in foreign countries already have it and being taught by real-time business people.

I've attached the course structure in the attachment. Please go through it and let me know what you think.

Best,

Venkatesh Majji

→ Entrepreneurship 101.pdf  
49K

Rashmi  
Pl. 21/10/19



Course Title:

# Entrepreneurship 101

RV Institute of Management, Bangalore

Frequency of in-person teaching: Every 15 days.

Frequency of online teaching: Every week.

	<b>COURSE TOPICS</b>	<b>Tentative Dates</b>
1	Business Idea	15th Oct
2	Business Model Canvas	30th Oct
3	Product Launch/Website	15th Nov
4	Lead Management (Marketing Process)	30th Nov
5	Sales	15th Dec
6	Customer Engagement (Sales Process)	30th Dec
7	Up-selling/Cross-selling	15th Jan
8	Scaling and Funding	30th Jan

COURSE INSTRUCTOR:

**Venkatesh Majji**

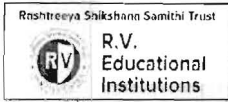
Co-founder, RED Solar

M.S, University of Texas, Arlington

Built a start-up, 7 Cr. yearly turnover within 3 years

Expertise in Sales and Marketing





Director RVIM &lt;director.rvim@rvei.edu.in&gt;

## Launching Entrepreneurship Bootcamp | RVIM

Venkatesh Majji &lt;startwithmajji@gmail.com&gt;

6 December 2019 at 08:28

To: "Rashmi,Shetty R V Institute of Management" &lt;rashmi.rvim@gmail.com&gt;

Cc: director@rvim.edu.in, director.rvim@rvei.edu.in, naresh kini &lt;kininaresh94@gmail.com&gt;

Madam Rashmi,

We are very happy about this collaboration with RVIM. We can launch this program on Saturday 14th December, preferably in the morning.

What we'd see in 3 months, i.e by March'2020.

1. 3-5 Start-ups with generating income
2. Creating a Digital Presence for RVIM Incubation, so that you can attract more entrepreneurs to RVIM,
3. Setting-up an Entrepreneurial Cell
4. Help up to two faculty to set up their business, so they can lead the entrepreneurial cell further.

Payment Terms:

Students registration: Rs. 5,000 for 3-4 month period.

Since the student count is less than 20, I have a request that if RVIM can contribute some amount up to Rs. 35,000 for this duration as points 2,3,4 mentioned are fulfilled during this journey which would create a huge impact to RVIM.

Please discuss this with Dr. Purushottam.

Looking forward to hearing from you, Madam Rashmi.

Best,

Venkatesh Majji

[Monday 9, 2019  
After-Lunch]





Director RVIM &lt;director.rvim@rvei.edu.in&gt;

## Confirmation on Entrepreneurship 101 Course | RVIM

Venkatesh Majji <startwithmajji@gmail.com>

4 November 2019 at 17:52

To: director.rvim@rvei.edu.in, director@rvim.edu.in

Cc: "Rashmi.Shetty R V Institute of Management" <rashmi.rvim@gmail.com>

Dr. Purushottam,

How are you doing today? I hope you had a good festival time.

Regarding the Entrepreneurship 101 course, I had discussed with Madam Rashmi, I also had interacted with few students, helped them to build their websites. They are brilliant.

The reason I'm very much interested in teaching in RVIM because of your passion for students and seeing them as successful entrepreneurs.

If there is something coming on your way to work together or to offer this course to students like budget, time or resources, we can sit and discuss those roadblocks.

Let me know your thoughts, so we can work on the ACTION part.

Regards,

**Venkatesh Majji**

Co-founder, RED Solar

M.S, University of Texas, Arlington

Built a start-up, 7 Cr. yearly turnover within 2 years

Expertise in Sales and Marketing

Lives in Bangalore.

*Rashmi*  
*Pl. Director*  
*5/11*

