



# ANVESANA INNOVATION AND ENTREPRENEURIAL FORUM

ASPIRATIONS MEET ACCELERATION



To build a Vibrant Ecosystem for Malnad Entrepreneurs

YUVA  
Shrishti

DIKSUCHI

VRIDHI

VEGA

Investors & VC Network, Regional Industrialists & HNIs

Access to Infrastructure, Makers Adda, Innovation hub

Anvesana Board, Mentor Network, Entrepreneurial Team, Ecosystem Partners

Anvesana Innovation & Entrepreneurial Forum is a Not-for-Profit, Section-8 company committed to catalyzing the growth of an entrepreneurial ecosystem in the Malnad region.

Our mission is to create a supportive platform for mission-driven entrepreneurs, offering comprehensive 'Mentoring – Market – Money' support.

Anvesana envisions a vibrant entrepreneurial landscape in the Malnad region, where mission-driven entrepreneurs from and for small towns become the backbone of economic progress.

## **>>> YUVA TALKS**

Yuva Talks, launched by the Yuva Shristi program of Anvesana, seeks to facilitate regular meetups and discussions with young individuals in the region. These sessions offer a casual platform for any youths to engage with experts and gain valuable insights. The inclusive nature of these talks encourages participation from individuals of all backgrounds.

The overarching aim is to empower the youth of the region by emphasizing skill development and collaborative problem-solving. This initiative is designed to contribute to the growth and development of participants, fostering an environment of learning and exchange.

**Discussion on art of  
software development  
with**

**AKSHAY K KULKARNI**

**Co-Founder and COO  
Ekathva Innovations**

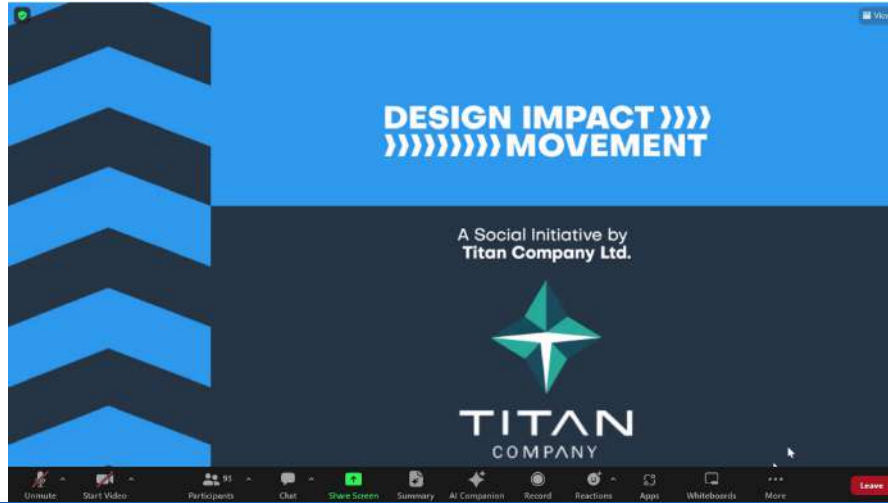


Anvesana hosted a session with Akshay, focusing on software and web development. Students learned customer interaction, technical concepts, and web hosting intricacies. From basics like HTML to advanced scripting, Akshay simplified web hosting, covering options, configurations, and security. The session offered a comprehensive learning experience, equipping students with theoretical understanding and practical skills for success in development.

**>>> DESIGN IMPACT MOVEMENT**

**ANVESANA COLLABORATED WITH K TECH, TITAN, AND IKP EDEN TO LAUNCH THE DESIGN IMPACT MOVEMENT AND AN IDEA HARVEST 2024**

The Design Impact Movement facilitates Designers, Engineers, Architects, and anyone interested in social design. It's an open platform with resources like masterclasses, opportunity statements, support networks and an avenue to start a project, and much more! One place to discover, learn and get facilitated on your journey to becoming an impact designer.



The core objective of the program is to encourage young minds to consider design solution to meet unmet needs in their environment. The proposed partnership is to engage with young minds and motivate them to come up with Design Ideas for the Design Impact Movement.



We are delighted to have partnered with KTECH, IKP and Titan Company Limited in bringing the Design Impact Movement to the Malnad region. The event witnessed active participation from six higher educational institutions across Karnataka, including districts like Shivamogga, Tumakuru, Belagavi, and Dakshina Kannada.



The hybrid session organized for the Titan Design Impact Movement initiative drew in over 1800 participants. We extend our heartfelt gratitude to the management and staff of from all institutions for their invaluable support in facilitating this program.



Institutions include A J Institute of Engineering and Technology, Alva's Institute of Engineering and Technology, Angadi Institute of Technology and Management in Belagavi, PES Institute of Technology and Management in Shivamogga, Center for Innovation Entrepreneurship at JNNCE, Anvesana Innovation & Entrepreneurial Forum, Kalpataru Institute of Technology in Tiptur, and Angadi Institute of Technology and Management in Belagavi.

## **»»» BUSINESS MODEL CANVAS WORKSHOP**

### **MR. MANJUNATH GOGI**

**Entrepreneur-in-Residence @Anvesana TBI  
Founder and CEO @ScaleKNOT**

Mr. Manjunath Gogi, recently led a Business Model Canvas (BMC) workshop. With his extensive experience in entrepreneurship and business development, he guided the participants through the intricacies of BMC, imparting valuable insights on crafting robust business models. Through interactive sessions and practical exercises, attendees gained a deeper understanding of BMC concepts and its application in real-world scenarios.



Mr. Gogi's expertise and engaging teaching style ensured a dynamic learning experience, empowering participants to visualize, refine, and effectively communicate their business ideas. As a seasoned entrepreneur and mentor, Mr. Gogi's workshop proved instrumental in equipping aspiring entrepreneurs with the skills and knowledge needed to navigate the entrepreneurial journey successfully.



**"ATTENDEES GAINED HANDS-ON EXPERIENCE IN CRAFTING BUSINESS MODEL CANVASES, EMPOWERING THEM WITH PRACTICAL SKILLS TO DRIVE THEIR ENTREPRENEURIAL AMBITIONS FORWARD."**

**WORKSHOPS**

**IDEATION AND PROBLEM FRAMING WORKSHOP**



**WORKSHOP ON HOW TO PITCH AND CREATE THE PITCH DECK**



**AWARENESS SESSION ON INNOVATION AND ENTREPRENEURSHIP FOR PES POLYTECHNIC**

Team Anvesana organised an awareness session on innovation and entrepreneurship for students of PES Polytechnic Shivamogga and awareness is crucial to fostering a culture of creativity, adaptability and proactive problem-solving. These sessions not only prepare students for the evolving job market but also empower them to become future leaders and changemakers.

By promoting an entrepreneurial mindset, students develop critical thinking skills, enhance their ability to address real-world challenges and contribute to economic growth. Additionally, awareness sessions inspire self-employment as a viable career option,

building confidence and encouraging students to explore diverse opportunities. Ultimately understanding of innovation and entrepreneurship equips students to navigate uncertainties, embrace technological advancements, and contribute meaningfully to societal and economic development.



## ACT 1.0 COHORT INNOVATOR'S

At Act cohort we aim to empower aspiring Yuva innovators with the knowledge, resources, and guidance they need to transform their visionary ideas into tangible Proof of Concepts (POCs).



Meet the Act 1.0 Cohort—an exceptional group of aspiring student innovators on a mission to turn their visionary ideas into tangible Proof of Concepts (POCs). Empowered by a comprehensive program designed to provide them with the knowledge, resources, and guidance they need, these individuals are ready to showcase their transformative solutions.

Throughout the program, participants engaged in a series of immersive workshops and sessions, including: User-Centered Design-Design Thinking workshop, Problem Framing, Market Research: Primary and Secondary Market survey, Persona Building: Identifying and understanding the needs of the customer, Business Model Canvas Workshop

Now, after undergoing rigorous training and hands-on activities, the Act 1.0 cohort is gearing up to pitch their outcomes on graduation day. We invite all those interested to join us and witness the culmination of their hard work and dedication.

Don't miss this opportunity to be inspired by the next generation of innovators! Join us for an unforgettable event where groundbreaking ideas meet real-world potential.

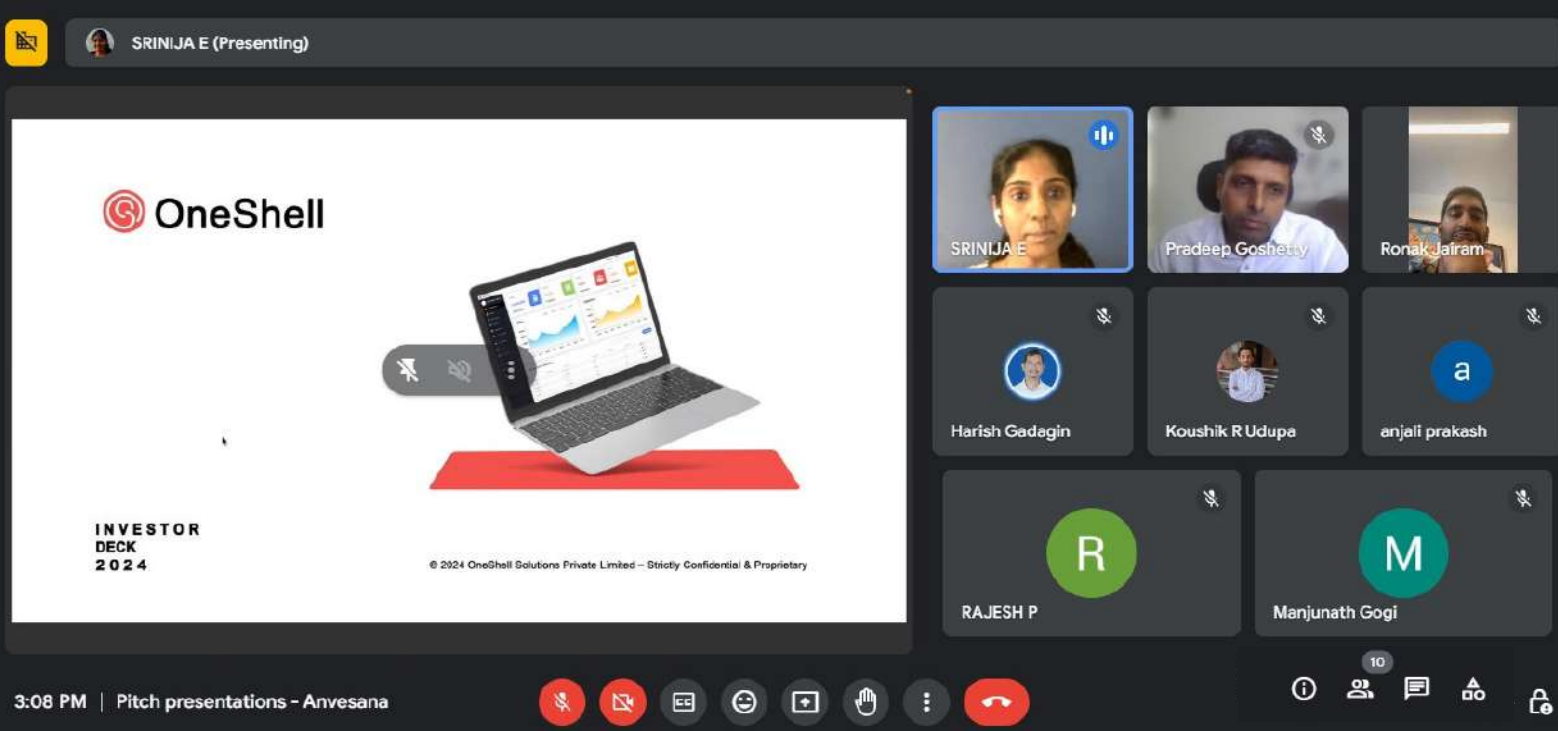


JOIN A YUVA MAKERS WHATSAPP COMMUNITY OF ANVESANA TBI

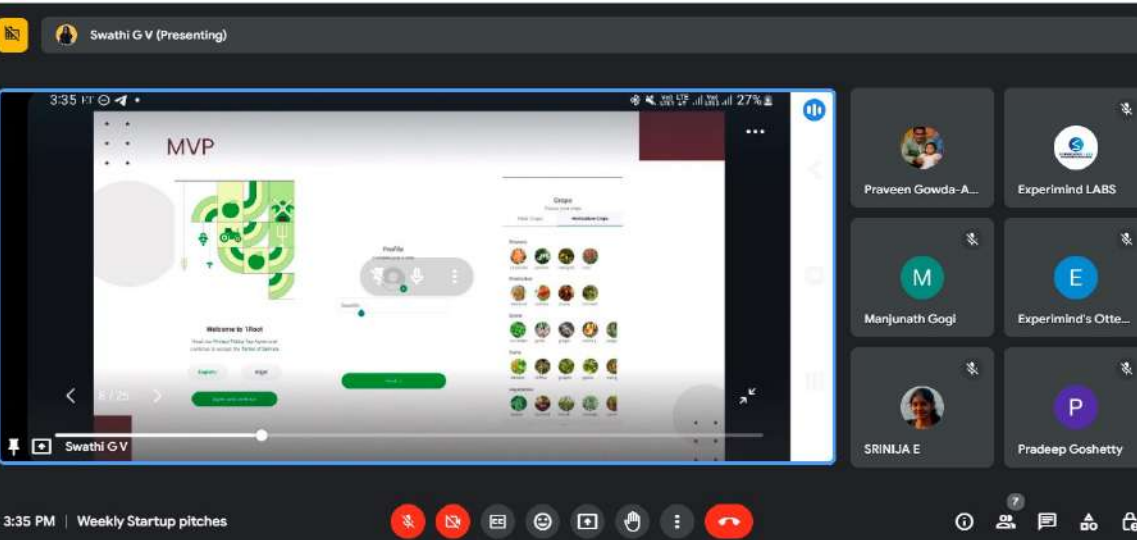


## INVESTORINSIGHT HUB

Anvesana organize a weekly investors meetup, providing our incubated startups with a valuable platform to pitch their ideas to investors. During these sessions, startups receive constructive feedback to refine and improve their pitches. The objective is not only to help startups hone their presentation skills but also to create opportunities for potential funding. This dynamic interaction fosters a supportive ecosystem, allowing entrepreneurs to connect with investors, learn from experienced professionals, and increase their chances of securing the financial backing necessary for their ventures. The weekly investors meetup serves as a catalyst for collaboration and growth, facilitating meaningful connections between innovative startups and investors seeking promising opportunities.



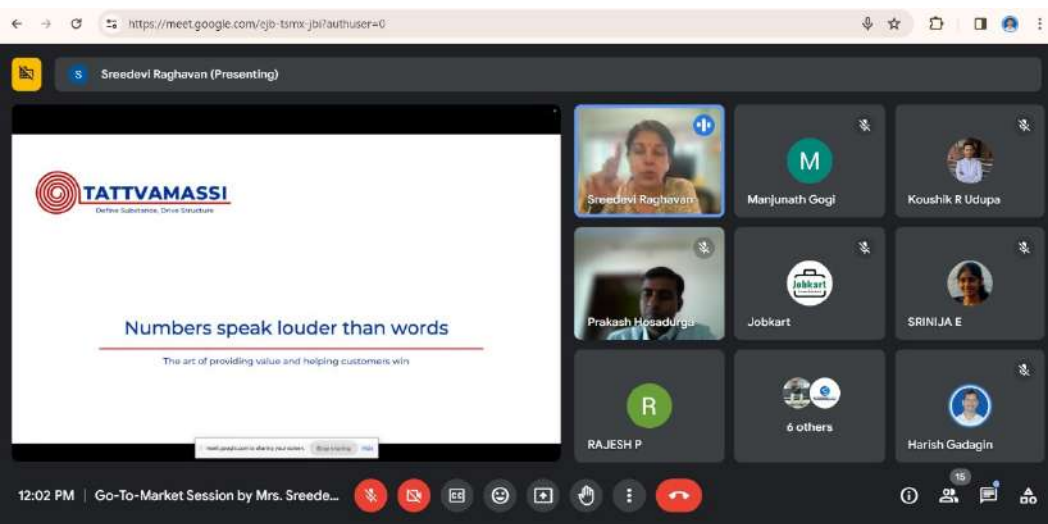
- MR RONAK KIMMANE  
CEO  
KIMMANE GOLF RESORT
- MR ANKIT DIVEKAR  
DIRECTOR  
PEARLITE LINERS PRIVATE LIMITED
- MR CHANDRAPPA BC  
CEO  
EBENUS DESIGN SOLUTIONS
- DR AVINASH BENAKAPPA  
CEO  
NANJAPA HOSPITALS
- MR PRATEEK JOIS  
DIRECTOR  
MALNAD PRIME MACHINING



**MR PRAVEEN GOWDA  
FOUNDER AT VMEDO**

## GO TO MARKET (GTM) SESSION

Mrs. Sreedevi Raghavan (ICF-PCC), Principal Coach & Founder at Tattvamassi and a Sales & Strategy Consultant & Coach took the Go To Market (GTM) sessions for our startups. She introduced startups to topics like profits vs Ideas, Differentiating between sales and marketing, Focus on three key areas like Gross margin, customer referrals and customer retention.



She also introduced us to topics like four types of intelligence like Innate, Acquired, Technological and emotional. Provided a list of key skills to gain mastery over and introduced the team to various types of Buyers. She also helped startups by answering a range of questions.

Overall, It was a good introduction session for our startups and we intend to have more deep dive sessions to help startups learn more around GTM concepts

## ECOSYSTEM CONNECT



**MOST OUTSTANDING CONTRIBUTOR**  
DATE: 24 - 25 FEBRUARY 2024, MALNAD SHIRE, SHIVAMOGGA.

Anvesana recently took part in the JCI-Shivamogga "Diksuchi" event, aiming to strengthen our network with local entrepreneurs in Shivamogga. Our team actively participated in various activities throughout the event, which featured business training sessions led by Mr. Himadri Simha. The event also included insightful fireside chats with esteemed entrepreneurs such as Dr. Sarji, a prominent figure in the healthcare industry in Shivamogga, Mr. CM Patil, renowned for his contributions to building the Startups ecosystem, and Mr. Bharath Sondur, a respected name in retail banking.



## ANVESANA PARTNERED WITH THE 3DEXPERIENCE SOLID WORKS AND AWS FOR INCUBATORS & ACCELERATORS PROGRAM DESIGNED EXCLUSIVELY FOR OUR INCUBATED STARTUPS



As a Anvesana Incubated member, you'll access premium CAD tools, industry certifications, online training, co-marketing opportunities, personalized design guidance, and a wealth of resources all at no cost.

Don't miss this chance to propel your startup's growth and make your mark.  
Contact us to learn more and be part of Anvesana Family



We are pleased to share that we have partnered with Amazon web services. As part of this partnership Amazon will be providing credits worth \$5K per startup under the activate program. Additionally our startups are eligible for up to \$100,000 in credits as they grow for all the startups that will be incubated in Anvesana.

Many of our startups rely on cloud infrastructure for smooth operations and scalable growth. Access to affordable cloud credits from AWS would be a tremendous boost, enabling them to build impactful solutions with confidence. We thank Amazon for this support and look forward for a great collaboration.

### To join our ecosystem connect with our team



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Managing Director



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**Mr. Subash BR**  
Director



**Ms. Disha R S**  
Director



**Dr. Nagaraj R**  
CCA, PES Trust



**Mr. Pradeep G**  
Head-Incubation & Innovation



**Mr. Harish Gadagin**  
Head of Innovations & Programs



**Mr. Manjunath Gogi**  
Entrepreneur-in-Residence



**Mr. Likewin Thomas**  
Program Co-ordinator



**Mr. Gururaj B**  
Program Associate



**Mr. Sohan D A**  
Intern

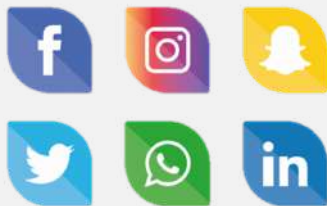


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