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Jaipur | Rajasthan

Workshop guides startups on raising growth capital

Today, Rajasthan is thriving with young budding enthusiasts who want to differentiate themselves from the traditional setup of going to college and hunting for a job. Rather than aspiring for a job, every new graduate in the state wants to try their hands at doing a business and generating employment. In this scenario of emerging entrepreneurial class, World Trade Center Jaipur organized a round table discussion on how a young startup manager can best succeed in getting the required funding at the early stages and stay afloat at the conference room, the World Trade Center Jaipur office.

Mr. Shivam Lohiya, 2X Founder, Zero-1 Startup Mentor and Founder, Monospace Jaipur graced the occasion as guest speaker and shared his thoughts strategies to be adopted by early stage startups to raise funds, how to develop pitch deck for prospective investors. He also shared thoughts on meeting investor expectations regarding returns, financial management, growth strategy and so on.

Mr. Lohiya pointed out that most ground-breaking business philosophies fail to take off due to the absence of the critical capital mandatory at an early stage for proof of concept, model development, timely product trials, actual marketplace admittance, and scaling up production or making it commercial.

He advised, “Needless to say, early funding or seed funding, as we know, if sought properly and secured, can have a multiplier effect, create a reputation and is almost an acceptance or so-called validation of business design not just to its targeted buyer audience but also to other potential investors that might start looking up for next rounds of investments.”

He further advised, “You have to be prepared, present your ideas carefully to an investor, prepare your pitch with possible answers ready for all expected queries at a fundraiser event, remember you are going to build a relationship and connect with a network of investors who might work in isolation but are very clear with their fundamentals, are well travelled, knowledgeable and know well in advance what works and what doesn’t. Please understand that angel investors and venture capital firms will show interest only when the proof of concept is made available. It’s also well known that banks are keen for anything that’s asset backed.”

When asked about government support for startups, Mr. Lohiya replied, “Apart from Startup India Investor Connect and SIDBI Fund of Funds Scheme, Startup India Seed Fund Scheme (SISFS)

provides financial support for startups to develop models and conduct product trials, prototype development, market entry and commercialization. Also, the Credit Guarantee Scheme for Startups (CGSS) provides guarantees to loans for startups from banks, debt funds and NBFCs.”

The event saw many startups seeking guidance on various other issues such as location search, partner search, turnover and scalability.

Mr. Navneet Agarwal, Assistant Director, World Trade Center Jaipur proposed vote of thanks.



In the pic: center – Mr. Shivan Lohiya, 2X Founder, Zero-1 Startup Mentor and Founder, Monospace Jaipur (left) with Mr. Navneet Agarwal, Assistant Director, World Trade Center Jaipur (2nd from left) and other participants