

Report on Workshop on Raising Capital and Finance Management for Start-Ups

Title of the Session: Workshop on Raising Capital and Finance Management for Start-Ups

Organized By: Institution's Innovation Council (IIC), Swami Vivekananda University, Kolkata

Resource Persons: Dr. Dipra Bhattacharya, FCMA, MBA, M.Sc. Ph.D.

Mode of Delivery: Off-line

No. of Participants: 49

Duration: 7 Hours

Nationality: Indian

Date & Venue: 19th May, 2026, Block 6 - Hall 1A, Swami Vivekananda University, Barrack pore, Kolkata, West Bengal

Objectives:

- To provide participants with practical knowledge on raising capital and managing finances for start-ups.
- To familiarize aspiring entrepreneurs with different fundraising strategies and investor expectations.
- To enhance understanding of budgeting, cash flow management, and financial governance in startups.
- To guide students and startup teams in preparing effective investor pitches and fundraising plans.
- To introduce participants to modern startup practices such as Lean Startup methodology and Business Model Canvas.
- To encourage innovation-driven entrepreneurship through real-life case studies and industry insights.

Theme:

“Raising Capital and Financial Management Strategies for Sustainable Startup Growth”

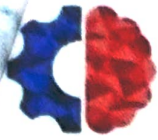
The workshop focused on equipping budding entrepreneurs and startup teams with the financial knowledge, strategic planning techniques, and investor readiness skills required to build scalable and sustainable ventures.

Outcome:

- Participants gained a clear understanding of startup fundraising processes and financial planning.
- Students learned the importance of budgeting, cash flow management, and financial controls in startup success.
- Attendees understood common financial mistakes and ways to avoid them in entrepreneurial ventures.
- Startup teams were introduced to Business Model Canvas, value proposition design, and business model fit concepts.

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- Participants developed insights into building effective investor pitches and connecting with the startup ecosystem.
- A total of **11 teams prepared basic fundraising plans, while 6 teams successfully drafted detailed fundraising plans** during the workshop activities.
- The session motivated students to think strategically about scaling startups and adapting to future startup trends.

Session Highlights:

- The program began with the felicitation of the Guest Speaker, **Dr. Dipra Bhattacharya, FCMA, MBA, M.Sc., Ph.D.**, by **Dr. Ranjan Kumar**, Convener of the Institution's Innovation Council (IIC), Swami Vivekananda University, Kolkata.
- Dr. Ranjan Kumar addressed the gathering and highlighted the importance of financial literacy and innovation in entrepreneurship.

Dr. Dipra Bhattacharya conducted an insightful session on:

- Raising capital and scaling startups strategically
 - Budgeting, cash flow management, and financial governance
 - Common financial mistakes made by startups
 - Business Model Canvas and Business Model Fit
 - Value proposition development with examples and case studies
 - Building investor pitches and startup connections
 - Why Lean Startup methodology works
 - Emerging and future trends in startups
- The session included interactive discussions, real-life startup stories, and practical case studies that enhanced participant engagement.
 - An interactive Q&A session allowed participants to clarify their doubts and receive expert guidance on startup financing and business planning.
 - The workshop concluded successfully with active participation from student startup teams and aspiring entrepreneurs.

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Glimpse of the event:

WORKSHOP ON RAISING CAPITAL AND FINANCE MANAGEMENT FOR START-UPS
Learn, Plan, Fund, Grow

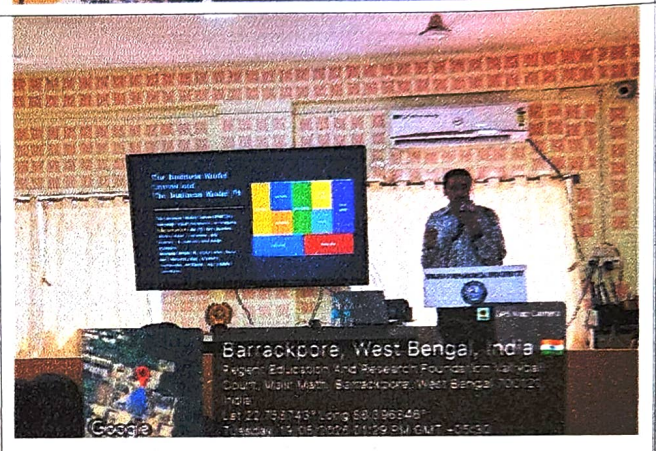
Dr. Dipra Bhattacharya
FCMA, MBA, B.Sc., PhD

Workshop Agenda:

- Understanding Startup Finance: Types of Startup Funding, Angel Investment, Venture Capital, Seed Fund, Grants & more
- Funding Options & Resources: Bootstrapping, Angel Investors, Venture Capital, Seed Fund, Grants & more
- Pitching to Investors: Writing a compelling pitch deck, Identifying potential investors, Conducting due diligence, Negotiating terms
- Financial Management Essentials: Cash flow management, Budgeting, Break-even analysis, Financial forecasting
- Case Studies & Experts Insights: Real-world examples, Q&A session

Keynote speaker: Dr. Dipra Bhattacharya, FCMA, MBA, B.Sc., PhD
Experienced entrepreneur, researcher and industry expert
Specialization: Management, Finance, Strategy & Innovation
Panoramas about importance of innovation and entrepreneurship

DATE: 19 MAY 2024
TIME: 12:05 PM
VENUE: MEB (Hall-1A)
PARTICIPANTS: Students, Faculty & Staff



General Participants Feedback:

- Participants found the workshop highly informative, practical, and relevant to current startup ecosystems.
- The real-life case studies and examples helped attendees better understand fundraising and financial management concepts.
- Students appreciated the interactive nature of the session and the opportunity to discuss startup challenges directly with the expert speaker.
- The Business Model Canvas and investor pitch discussions were especially beneficial for startup teams.
- Participants expressed interest in attending more advanced workshops on startup incubation, investment readiness, and venture scaling.

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Recommendations:

- Organize follow-up workshops focusing on advanced fundraising strategies, venture capital, and startup valuation.
- Conduct hands-on mentoring sessions for startup teams to refine their business models and investor pitches.
- Include practical activities such as mock investor presentations and financial planning exercises.
- Encourage continuous interaction between industry experts, mentors, and student entrepreneurs.
- Establish startup support initiatives through incubation and innovation cells for long-term entrepreneurial development.

Signature of the Convenor with University Seal

Convenor:

**Dr. Ranjan Kumar,
Convenor, IIC Cell**

**Associate Professor & Head, Dept. of Mechanical Engineering,
Swami Vivekananda University, Kolkata-700121.**