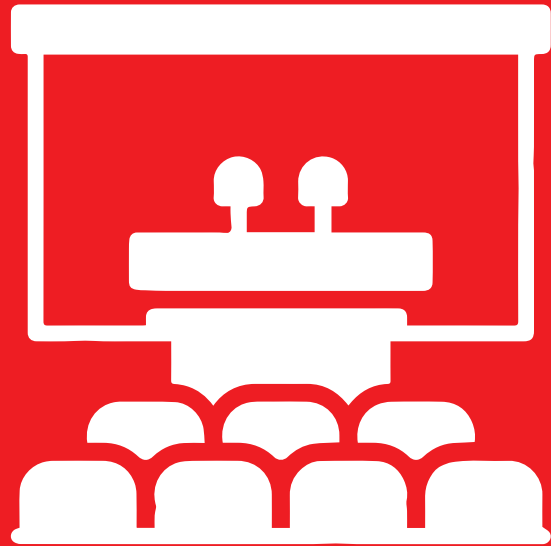


## CITD is Launching its Incubation Services

3-Days Start-up Bootcamp  
@ Central Institute of Tool Design (CITD)  
13-15 November 2017

# The Programme



## Target Group:

Technology start-ups (Hardware & Software), last year students with entrepreneurial spirit, existing enterprises with new innovative ideas

## Background:

Technology has changed our lives drastically. Tablets, mobile phones, social platforms are results of revolutionary innovations developed by visionary innovators, some of them from start-ups who have grown to multinational companies such as Facebook. Incubators play an important role for start-ups to support their growth, provide advisory as well as access to technologies, mentors, investors, etc. Hyderabad and its suburbs has been a striving industry hub with industries operating in various sectors such as IT, manufacturing, electronics, pharmaceutical, etc.

Given the importance of start-ups for industrial and economic growth, Central Institute of Tool Design, Hyderabad launching its incubation services with a 3-day Start-up Bootcamp. If you already have an idea in the manufacturing sector – be it in low cost automation, embedded systems, etc. or are working on your venture or are diversifying your product / business model, join the Bootcamp to refine your idea with the help of tools such as design thinking and business modeling. International and national experts will evaluate

your product and your business model and will give you valuable inputs.

The participants of the Bootcamp will have access to CITD's state-of-the-art facilities including calibration and metrology labs as well as its services including design and development of tools among others.

The best idea/venture will also get the chance to further work on their idea/venture with support of industry leaders and CITD!

Apply now by filling the application form under: <https://www.surveymonkey.com/r/BootcampCITD>

Or by sending the filled in document to: Eileen Trenkmann (Eileen.Trenkmann@giz.de) & Shujayat Khan (citdpddcmsme@yahoo.com).

Last date of Application 31st October 2017. Participation in Design Thinking and Business Modelling workshop is limited to a maximum of 15 participants.

# Agenda



## Day 1

10:00 – 11:00	<b>Opening Session: Start up and Enterprise Development Ecosystem</b>  Welcome Address - CITD's Incubation Center – Service Offerings and Outlook - <b>Shri Shujayat Khan</b> , Principal Director, CITD  The State of India's Start-up Eco-system: The Role of Incubators - <b>Dr. R. Raghunandan</b> , Executive Director, ISBA  GIZ's Support to Foster the Start-up Eco-system - <b>Mr. Wolfgang Leidig</b> , Programme Director, GIZ	Participation open for all (industry, students, academic institutions, etc.)
11:00 – 11:30	Coffee Break	
11:30 – 13:00	<b>Pitch by selected start-ups</b>  The selected start-ups will pitch their ideas to the audience	
13:00 – 14:00	Lunch	
14:00 – 17:00	<b>Design Thinking Workshop</b> – facilitated by <b>Dr. Moritz Gekeler</b> , Strategic Consultant, Coach and Facilitator for Creative Collaboration and Design Thinking, CEO, Dolaborate GmbH  Design Thinking is a method which is used for practical and creative resolution of problems as well as creation of solutions. Design thinking is often used to support entrepreneurs to identify the right business model for their innovation. The workshop will provide you with an opportunity to flesh out your idea. If you already have a business model, the design thinking tools will help you to further elaborate your concept and come up with new ideas.	Participation for pre-selected applicants. Max. 15 start-ups/ ideas/ entrepreneurs

## Day 2

09:00 – 17:00	Continuation of Design Thinking Workshop
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## Day 3

09:00 – 17:00	<b>Business Modeling Workshop @ CITD</b>  – facilitated by Kanu Mitra, Head Corporate Venture Programme, Bosch  The workshop will provide you an overview on how to develop a successful business model based on your idea using tools such as the business model canvas, etc. If you already have a business model, it will help you to identify gaps and opportunities. The workshop has been designed to enhance your understanding of the business type, how to evaluate key activities, resources and partnerships in this context, etc.
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# REGISTRATION FORM

For online registration please check:

<https://www.surveymonkey.com/r/BootcampCITD>

## Personal data

Name: ..... Email id .....

Phone no.: ..... City: ..... Gender (M/F):.....

## About your business idea

You already have a start-up (Y/N): ....., If yes, sector of your start-up: .....

Name of your start-up: .....

What is your idea/product/service/solution about:

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What is the status of your start-up?

- ☐ I have a rough idea
- ☐ I am already working on the business plan
- ☐ I have first prototypes, but haven't started a company yet.
- ☐ I founded an entity and have working prototypes of my concept.
- ☐ We are shortly before market launch of our product.
- ☐ I have already created a legal form and I am self-employed since years with this idea.

What is your motivation to join the Bootcamp? Do you have any entrepreneurial experience? What is your background?

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What kind of support are you looking for from the bootcamp:

- ☐ Technology Support      ☐ Financial Support
- ☐ Infrastructure Support      ☐ Product Development
- ☐ Mentoring      ☐ Other, specify.....

## About your Expectation

Please describe, what you hope to learn in the bootcamp and what are topics you would like to have covered (e.g. team collaboration, business model generation, rapid prototyping, etc.)?	
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