



BEEJ
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BEEJ 2022
Pre-Incubation Program

Build & Grow Your Startup!

12 - 23 Sept 2022

Application Deadline
11 Sept 2022

★ 2 Weeks
★ 11 Mentors



Beej is an online masterclass series for young entrepreneurs to learn how to generate, build & scale startup ideas in the agriculture sector.

Last Date to Register: 11 September 2022

Register here: <https://pusakrishi.accubate.app/ext/survey/77/apply>

Why Join?

1. Learn from the best mentors
2. Develop a plan to build & grow your startup
3. Become part of a powerful network of founders

What you get

1. 2-week masterclass sessions
2. E-certificate

The Program

	Date	Topic	Speaker Name	Session Brief
Day 1	12 Sep	A Guide to Innovation in Agriculture	Dr. Neeru Bhooshan CEO, Pusa Krishi, ICAR-IARI	A quick kickstarter to innovation in agriculture with deep insights on the current ecosystem, its opportunities & challenges.
Day 2	13 Sep	How to Start a Startup	Dr. Basavaraj Girenavar Chairman and Managing Director, Criyagen Agri and Biotech Pvt. Ltd	Everything you need to know before you start up.
Day 3	15 Sep	How to Talk to Users & Build Products They Love	Dr. Renuka Karandikar CEO, Bioprime	Tips on how to take user interviews and use the insights to build great products.

Day 4	14 Sep	All About Startup Finance	Satish Chandra Chintamani Agriculture Technologist & Approved Valuer	The basics of startup finances, most common mistakes that startups make and how to avoid them.
Day 5	16 Sep	Human-centered Design Thinking for Startups	Nitin Gupta Co-founder & CEO, Sickle Innovations Private Limited	Develop a human centered design-thinking approach to innovate, and grow your startup.
Day 6	17 Sep	Understanding the Customers & Competition	Preeti Chaudhary Founder & CEO, Harvest Global	Get to know your target segment and the competition better to create brilliant products.
Day 7	19 Sep	Getting Started with Sales & Marketing		The most comprehensive guide on finding your first customers, reaching to a bigger market, and growing sales.
Day 8	20 Sep	Intellectual Property Rights	Dr. Sakshi Gupta Registered Patent Agent	Key Intellectual Property knowledge that founders must have when establishing a startup.
Day 9	21 Sep	Legal Entity & Taxation Basics for Startups	Aishwarya Kumar Goyal Founder, Fidelo Farms Pvt. Ltd.	Must know legal basics before you plan to launch.
Day 10	22 Sep	How to Become a Great Founder & Build Great Teams	Sonia Sharma Founder, Agriyoda	How should entrepreneurs think about themselves, the company, and the team to become a great founder
Day 11	23 Sep	Funding & Concept of Bootstrapping	Kashif Alam Advisor	Kickstarter to bootstrapping and raising funds for your startup

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FAQs

1. Is there a fee to the Beej program?

Yes, there is a one-time fee of INR 1180 (INR 1000 + 18% GST).

2. Who is eligible for this program?

Anyone who wishes to get started with a small business in agriculture.

3. How does it relate to Pusa Krishi's incubation programs? Will it improve my chances to get through the incubation programs?

Beej is our masterclass series and does not have any direct connection to our incubation programs. The skills that you learn in Beej will surely help you develop your startup and help you prepare for our incubation program application.

4. Can I attend the sessions with my co-founder & other team members?

Yes