



# meivia

## Entrepreneurship Workshop



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# About the Workshop

Over the past 15 years, Meivia has executed a number of assignments calling for intense involvement with start-ups as well as small and medium enterprises. We have worked with startups as mentors, consultants, advisors and CXOs, helping them at various stages of their growth.

In the process, we have identified:

- Gaps between ideation and execution
- Skills mandatory for an entrepreneur on a start-up path

We are now being associated with incubators across the country, offering workshops for entrepreneurs to help them shape their ideas and arrive at an entrepreneurship plan and to mentor them.

The purpose of these workshops is to help participants:

- understand the process, challenges, risks and rewards of setting up a new venture
- improve their chances of successfully starting and managing their venture.

# Mode

The workshops are a combination of:

- instructor-led sessions
- assignments
- interaction among participants
- questions and answers

Every workshop is conducted over a period of two or three days with two facilitators from Meivia. The duration for each day is eight hours including breaks.

The topics covered during each of these three days are mentioned in the subsequent slide.

*As an additional workshop, the facilitators can also **analyze the relevant elements of the participants' business plan and provide detailed feedback** on how to improve the plan. This is not a part of the basic workshop.*

# Topics Covered

Topics Covered on Day 1	Topics Covered on Day 2	Topics Covered on Day 3
<ul style="list-style-type: none"><li>• Introduction to Meivia and the workshop</li><li>• An entrepreneur's journey</li><li>• Everyday leadership</li><li>• Idea articulation</li><li>• Idea articulation practice</li><li>• MVP development</li><li>• Teaser and pitch</li></ul>	<ul style="list-style-type: none"><li>• Basics of Finance</li><li>• Options of financing - debt and equity</li><li>• Types of business entities</li><li>• Statutory requirements</li><li>• Market Sizing</li><li>• Setting revenue targets and closing deals</li><li>• Negotiations</li><li>• Building and managing networks</li></ul>	<ul style="list-style-type: none"><li>• Introduction to Business plans</li><li>• Mentorship- importance and finding the right mentor</li><li>• Self management</li><li>• Success Stories + Reasons why ventures fail</li><li>• Wrap-up session</li></ul>

*The contents and the duration of the course may be modified based on the audience*

# About Meivia

**Meivia Global Services LLP**, founded as Meivia International in 2002, is a management consulting firm that works with businesses to provide solutions for their complex problems and deliver a sustainable change.

While we are sector agnostic, we collaborate with players in the following verticals that complete the set of our offerings.

