



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

ENTREPRENEURIAL ECOSYSTEM IN BENGALURU

Bengaluru (previously Bangalore) is often referred to as the silicon valley of India, perhaps due to its tryst with technology, much like its US counterpart. The city came into limelight in the wake of the rapid rise of the software services industry in the 1990s. In the 2000s, it witnessed a steady stream of investment from several Multinational Enterprises that set up R&D centres to leverage the large supply of skilled technologists. More recently, it is emerging as a hub of technology entrepreneurship. Today, Bengaluru is home to hundreds of technology startups, venture capital firms, angel investors, incubators and accelerators.



The entrepreneurial ecosystem in the city is evolving rapidly. Early stage investment has improved significantly with several companies receiving angel and VC/PE investments.



GLOBAL NETWORK FOR
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High valuation funding events are also on the rise with five of India's eight unicorn startups – Flipkart, Ola, InMobi, Quikr and MuSigma – based out of the city. Technical talent continues to be available in plenty and several formal and informal support groups for entrepreneurs are in place. At the same time, most companies are still young and are yet to reach the exit phase, creating a large exit backlog for VC/PE investors.

Overall, the entrepreneurial euphoria is palpable in the ecosystem. But, there are also hurdles to be overcome in order to make it sustainable. Therefore, it is at a crucial juncture and promises to provide interesting learnings and insights.

INMOBI™

Quikr™



OLA

Mu Sigma

The goal of the 5-day workshop is to give a peek into this emerging entrepreneurial ecosystem in Bengaluru and walk away with insights into the various actors in the ecosystem, their roles and interactions, what makes them tick and the challenges they face. The workshop will involve interactive sessions with various actors in the ecosystem. This will be complemented with classroom sessions and group discussions that will help distill and synthesize the learning.

ABOUT IIMB



A premier management school established in 1973, the Indian Institute of Management Bangalore (IIMB) is EQUIS accredited and offers a range of doctoral, post-graduate and executive education programs. Located in Bangalore, India's high-tech capital, IIMB is strategically positioned to expose students to all facets of India's growing economy. At the core of IIMB is its faculty – a 140-plus group of highly qualified researchers, educators and practitioners from the best universities and business schools worldwide.



Following is a tentative format for the workshop. A detailed agenda with the list of companies and speakers will be provided closer to the workshop week.

Day 1 (INTRODUCTION):

- Welcome and introductions
- Workshop details and student deliverables for the week
- Entrepreneurship in India
- History of Entrepreneurship in Bangalore

Day 2 (START-UP TOUR):

- Morning prep session for the day (1 hour)
- Visit 3-4 startups (A mix of early stage and growth stage companies)
- Evening debrief on the day's learnings (30 min)

Day 3 (FUNDING)

- Morning prep session for the day (1 hour)
- Visit 3-4 Accelerators, VCs
- Evening debrief on the day's learnings (30 min)

Day 4 (SUPPORT SYSTEM)

- Morning prep session for the day (1 hour)
- Meet with support groups, think tanks
- Evening debrief on the day's learnings (30 min)

Day 5 (PRESENTATIONS)

- Group presentations
- Expert guest speaker (time permitting)
- Final debrief and wrap up



Program Director: Srivardhini K Jha

Srivardhini K. Jha is a faculty member with the N. S. Raghavan Centre for Entrepreneurial Learning at the Indian Institute of Management Bangalore. She has a keen interest in innovation and entrepreneurship and her current research areas include ecosystem development strategies, strategic management/innovation in social businesses and innovation strategies of multinational enterprises (MNEs) in emerging countries. She has published in several peer reviewed international journals such as MIS Quarterly and The Annals of the New York Academy of Sciences among others. She has been a regular presenter at the Academy of Management, Academy of International Business, and Strategic Management Society conferences.

She obtained her Ph.D. in Corporate Strategy and Policy from the Indian Institute of Management Bangalore. She has an MS in Management Science and Engineering from Stanford University and a BS in Information Science and Engineering from Bangalore University. Prior to entering academia, she held senior managerial positions at Microsoft, Sun Microsystems, and Infosys. She is also actively involved in iSPIRT, a software product industry think tank that aspires to build a thriving software product ecosystem in India.