

PRESS RELEASE

YNOS Venture Engine, in partnership with Nanayam Vikatan conducts a one-day training program on “Start-up Basics”

The program is aimed at aspiring or early stage entrepreneurs and is structured as a workshop to provide an involved exposure to functioning of start-ups and understanding the fund raising process

CHENNAI, March 31, 2019: YNOS has partnered with Nanayam Vikatan to conduct a first of its kind training program cum workshop, to help start-up founders and entrepreneurs navigate through the start-up terrain. The workshop provided a hands-on exposure through a series of sessions on what startups are and provided an overview of the fund raising process.

The first batch of the “Start-up Basics” program was conducted today at the IIT Madras campus. The facilitator for the program was Thillai Rajan, Professor at IIT Madras and Co-founder of YNOS Venture Engine. The session created a lot interest among entrepreneurs from diverse backgrounds. About 50 participants had attended this program. The workshop comprised of four sessions, with the pre-lunch sessions focused on understanding the environment for start-ups in India and hands on exercises on start-up valuation. The post lunch sessions focused on Business Models and Fund raising process. The participants were also exposed to the capabilities of the YNOS platform.

Attendees of the session were given a comprehensive workbook for the course and were given an opportunity to purchase subscription to YNOS Venture Engine platform at special rates. The aim of the session was to enable the attendees to leave with the confidence to start their own venture while fully understanding the start-up environment in our country.

Launching the program, A.R. Kumar, Editor of Nanayam Vikatan said, “We are very happy to partner with YNOS Venture Engine. Their offerings are extremely useful for entrepreneurs who are just starting out as well as for small scale start-ups. With the offerings of YNOS backing them up, entrepreneurs can now leverage the expertise of the academic community in the country. I wish all the participants of this program the very best and also encourage them to take full advantage of this platform”

Speaking about the benefits of this initiative to the early Start-up community, Prof A. Thillai Rajan, Department of Management Studies, IIT Madras and Co-Founder of YNOS Venture Engine, said, “We at YNOS, as a part of our solution portfolio, proffer Clarity, that is specific to the needs of the entrepreneurs and helps them understand the nuances of fund raising. While several networking forums provide insight into the trends and experiences for entrepreneurs, there is no proper program for those who want to know the basics of start-ups. This workshop offers more depth and understanding to help entrepreneurs start their own venture. All the offerings of YNOS Venture Engine platform have tremendous potential to contribute to India’s economy by providing a platform to help early stage start-ups and ventures navigate the terrain.”

Mr. Manavaalan, Publisher of Nanayam Vikatan commented on the reach and interest the program had generated. He lauded the YNOS team for developing this platform that is directed at early stage entrepreneurs and urged the team to develop more programs in the near future.

To ensure a larger reach of the program, Nanayam Vikatan and YNOS are proposing to conduct such a program in other cities of Tamil Nadu over the next few weeks.

About YNOS (www.ynos.in)

YNOS Venture Engine, incubated by the IIT Madras Incubation Cell, is a unique venture that focuses on improving the efficiencies in the early stage start-up ecosystem, through a solid understanding of the venture industry, use of data science tools, and deployment of technology. YNOS is founded by professionals who have strong experience in the Indian venture industry. The various offerings leverage technology and use advanced data sciences techniques and marker analytics to provide customized insights and recommendations to entrepreneurs.

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