



Conference Agenda

The State on Business Affairs: Landscape 2013 & Beyond

- Role of Government in enabling SME-Friendly Environment
- Role of Private Sector for Facilitating Entrepreneurship
- SME Innovation and the global financial crisis
- SMEs to FDI: How would you affect me?

How to Make the Move from Big-Business Employee to Small-Business Owner

- Turning Your Products and Ideas into Cash
- Get Unstuck Now: Achieving the Peak Performance Edge as a Business Startup
- Pricing for Profits: Managing cash flows & minimizing risk
- Process and planning of launching a venture
- Accelerating Your Business...One Relationship at a Time

From Running a Business to Building an Organization

- Transform from jugaad to systematic execution
- Fostering a culture of innovation in companies
- How to maintain start up fast growth ethos in a big business

Managing a business: Defining & Restructuring a failure prone landscape

- Making business idiot-proof
- Innovation and execution – getting them co-exist
- Even the best ideas can fail. "Bouncing back"

More than a Technology Decision, It is Business

- Leveraging your iPad into your business workflow.
- How to Move to the Cloud
- Choosing the right solution : Making technology affordable
- Best practices to reach enterprise efficiency

W(Here) is the Money?

- New Age Cash Flow 101: It's All About Intellectual capital
- Assessing External Investment types
- Funding will only happen when your business can go without it
- Are collateral free loans actually free?
- The IPO route: SME exchange or main exchange

From Good to Great

- An Integrated Marketing Approach: How it Works
- Storytelling that Sells: Develop & Distribute Content that Drives Business
- Email Marketing in a Social World
- Mastering the Search Engine
- Measuring your Marketing ROI

Calling the Mompreneurs

- Mom working,' or 'working mom': The mom part comes first
- Balancing motherhood and growing business
- The mommy stigma: Well & Alive in the business world
- Vision, Leadership & Entrepreneurship – The Women way
- Are investors excited about women-led ventures?

Building Strategic Partnerships

- Where to form Strategic Alliances
- Leveraging the Power of Advisory Board
- Second Best Partnerships :From Co-founder to Vice-Chairman
- Opportunity spotting for merger and acquisition

Think beyond, Look beyond, Move beyond

- Moving from Successful to Significant Business
- Assessing opportunities beyond immediate horizon
- Cross-pollinate for ideas
- Collaborate or Be Commoditized: Cultivating a customer-partnering culture
- Business Succession Planning

Re-transformation from entrepreneur to professional

- Building Positive Workplace Culture : Hiring Right People In the Right profile
- Bringing in professional management team
- An "Open Door Policy" that does not suck personnel time
- The termination of employment process—What's Gotta give

Business and Law: What Every Small Business Should Know Now, Not Later

- How to protect your business and make sure you stay on the right side of the law
- How to Protect Your Intellectual Property
- What to do if you suspect anti-competitive activity

BIG BUSINESS IDEAS FOR 2013

How to Make a Living Processing Food

- How to make your recipe a best-seller beyond a Restaurant
- Setting up & managing a Food manufacturing Business
- Where is the Opportunity: Organic or Genetic
- Building a Consumer Brand

New Age Health Care: What It Means for Business

- Fully integrated or specialized: What is the way to go?
- Combining Healthcare with Wellness: A Med Spa Business case
- The Business Opportunities for tomorrow