

Event Report

Name of the Event	Financial Modelling
Date(s)	28 June 2019
Time	17:00 – 18:00 hours
Venue	iStart Nest Incubation Centre, Udaipur
Agenda	<ul style="list-style-type: none"> ▪ Revenue Projections ▪ Excel Basics and Formulas

Brief Description of the Event

iStart Rajasthan organized a financial modelling session on 28 June 2019 at iStart Nest Incubation Centre, Udaipur, by the iStart mentor Mr. Dipjyoti Baruah. The objective of the session was to introduce the startups about the methods of revenue projections based on the business model. Various topics like Market Potential Analysis using TAM, SAM and SOM, Customer Acquisition Projections based on: (a) Primary Market Research and Historical Data, (b) Sales/Business Development team efforts, (c) Marketing efforts, Pricing Strategies based on business models, etc. were discussed. The workshop also included a session on MS Excel basics.

Picture from the Event



List of Startups Participated

S. No.	Startup name	Representative Name	Contact Number	Email Address
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9	Udaipur Vibes	Ayush Vyas	7737934937	rajvyasayush@gmail.com
10	munshiG	Thajvi		thajvi@munshig.in
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