

DEPARTMENT OF MANAGEMENT

Event Title	RAISING CAPITAL & MANAGING FINANCE FOR STARTUP		
Resource Person	Dr. N. Jones Sundersingh, M.Sc., B.L, CAIIB, AIWA, MBA, Ph.D. Banking, Insurance, Forex, Investment Consultant MS. S. Padmamalini, Chief Executive Officer Ganesan Incubation & Entrepreneurship Center, Chennai		
Academic year	2024 - 2025	Quarter	III
Program Type (Workshop / Motivation speech / Field Visit / Competition / Others)	Workshop		
Program Theme (IPR / R&D and Innovation / Start-up / Entrepreneurship / Design Thinking / Incubation & Pre - Incubation / others)	Entrepreneurship / Start - up		
Start date & End Date (DD/MM/YYYY)	04-04-2025	05-04-2025	
Duration of the activity (in Mins) & Start Time & End Time	Duration: Day 1: 3rs Day 2: 5hrs	StartTime: 10:00 AM 09:00 AM	End Time: 01:00 PM 03:00 PM
Participants	Students: 40	Faculty: 5	External: 2
Mode of session (online / offline)	Offline		
Face book/Twitter/Integra/LinkedIn URL	https://www.facebook.com/share/1CMbJTE2EG/		
Event Organizer / Coordinator Faculty Name / Department / Designation	Mr. Barathnivash. V, Assistant Professor, Department of Management.		
Target Participants	I year and II year - MBA students.		
Outcome	Navigating funding options, from bootstrapping to venture capital, to secure necessary capital. Mastering capital raising strategies to fuel startup growth and innovation.		
Expenditure Amount, If any	6000		



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Vinayaka Mission's Chennai Campus

Department of Management

Cordially invites you all to the

Workshop on

Raising Capital & Managing Finance for Startup

Resource Person



Dr. N. Jones Sundersingh

M.Sc., B.L, CAIIB, AIWA, MBA, Ph.D.
Banking, Insurance, Forex, Investment Consultant



04th April, 2025



10:00 AM - 12:00 PM



GIEC



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Department of Management

*CORDIALLY INVITES YOU FOR THE
WORKSHOP ON*

MAPPING REVENUE TO CUSTOMER VALUE

**RESOURCE
PERSON**

**MS. S. PADMAMALINI, CHIEF
EXECUTIVE OFFICER,
GANESAN INCUBATION &
ENTREPRENEURSHIP
CENTER, CHENNAI**



5th April 2025

09:00AM - 3:00PM

Venue: GIEC

DAYI:

On the 4th of April 2025, the Department of Management Studies had the privilege of hosting a guest lecture on the topic "Raising Capital & Managing Finance for Startups." The session was delivered by Dr. N. Jonessundersingh, a seasoned professional in the domains of banking, insurance, foreign exchange, and investment consulting. The event witnessed enthusiastic participation from the student body, particularly those aspiring to become entrepreneurs and finance professionals.

Dr. Jonessundersingh commenced his lecture by introducing the students to the financial trajectory of startups, emphasizing how crucial the early stages of financial planning are for long-term success. He highlighted the typical challenges that startups face in sourcing funds and explained the different stages of funding that a startup undergoes, from seed funding to Series A and beyond.

A major portion of the session was dedicated to discussing various sources of capital available to startups. Dr. Jonessundersingh detailed the advantages and limitations of each option, including bootstrapping, angel investors, venture capital, government grants, and crowdfunding. He encouraged students to evaluate the nature of their business and growth potential before choosing an appropriate funding path.

He also stressed the importance of understanding investor expectations, such as the scalability of the business model, a clear revenue strategy, and prudent financial discipline. Through real-life examples and case studies, he illustrated how startups can align their goals with investor interests to build mutually beneficial relationships.

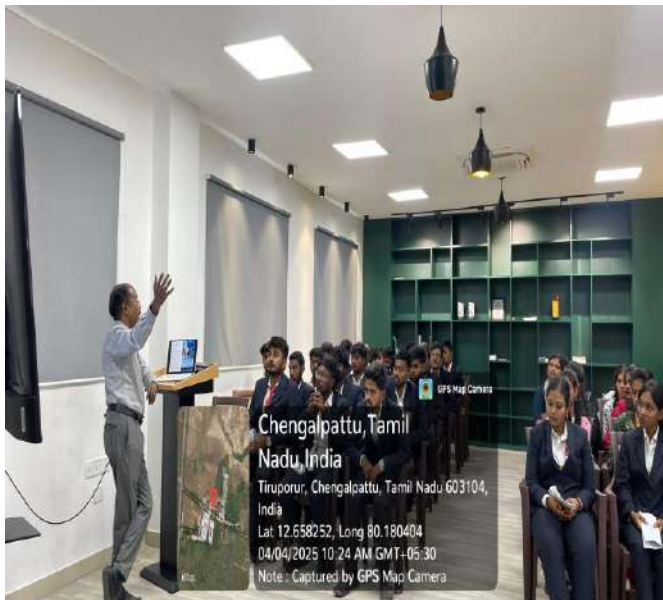
Another key focus area of the lecture was financial management. Dr. Jonessundersingh explained essential practices such as cash flow monitoring, budgeting, cost control, and timely financial reporting. He warned students about common pitfalls like overvaluation, uncontrolled spending, and lack of contingency planning, all of which could derail even the most promising ventures.

Moreover, the session shed light on regulatory compliance and risk management, particularly in areas like foreign exchange dealings and investment handling, which are increasingly relevant in today's globalized startup ecosystem.

The lecture concluded with an interactive session where students posed thoughtful questions and received in-depth, practical answers. Dr. Jonessundersingh's approachable demeanor and clarity in communication made the session highly engaging and insightful.

Overall, the guest lecture was a resounding success. It not only broadened the students' understanding of financial strategy in the startup world but also instilled a deeper appreciation for the disciplined and strategic management of resources. The department extends its sincere gratitude to Dr. N. Jonessundersingh for sharing his time, knowledge, and invaluable experiences with our budding entrepreneurs and future business leaders.

PHOTO GALLERY



DAY: II

Following the insightful first-day session on “*Raising Capital & Managing Finance for Startups*” by Dr. N. Jones sunder singh, the second day of the workshop held on 5th April 2025 shifted focus to a topic equally crucial in the startup journey: "Mapping Revenue to Customer Value." The session was conducted by Ms. S. Padmamalini, a dynamic leader and CEO of the Ganesan Incubation & Entrepreneurship Center, Chennai.

The workshop began with Ms. Padmamalini emphasizing the core idea that revenue generation is not just about selling products or services but about deeply understanding the value perceived by customers. She discussed how startups that align their revenue models with customer needs, behaviors, and willingness to pay are more likely to achieve sustainable growth and market relevance.

Throughout the session, she broke down key concepts in a simple, practical manner:

- How to identify different customer segments
- Techniques for understanding customer pain points and aspirations
- Aligning pricing strategies with value perception
- Building value-driven business models

Ms. Padmamalini used real-life startup case studies to illustrate how successful companies map customer value to revenue streams. From freemium models in digital apps to value-based pricing in SaaS businesses, she highlighted multiple approaches startups use today. Students were encouraged to think from the customer's perspective—“What are they really paying for?”—and to validate their revenue assumptions through testing and feedback loops.

An interactive group activity followed, where students were divided into teams and asked to design a basic revenue model for a hypothetical startup based on customer value mapping. This hands-on experience helped translate theory into practice and spurred lively discussion among participants.

Overall, the second day of the workshop proved to be a highly engaging, value-packed session that reinforced the importance of designing customer-centric revenue models. The Department of Management Studies extends heartfelt thanks to Ms. S. Padmamalini for her time, expertise, and contribution to shaping future entrepreneurs and business leaders.

PHOTO GALLERY





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PARTICIPANT LIST

Sl. No	Name of the Students
1.	Aarthi
2.	Ajaygokul B
3.	Akshya Selvam R
4.	Balaji N
5.	Bharath D
6.	Devarapalli Neha
7.	Elangbam Loya Singh
8.	Ezhilarasi S
9.	Gayathri S
10.	Gokulakrishnan G
11.	Gopinath E
12.	Gowthaman M
13.	Kanchana M
14.	Karthick R
15.	Karthikeyan R
16.	Karthikeyan S
17.	Manchikalapati Sai Revanth Singh
18.	Manikandan D
19.	Murugavel R
20.	Nivan Raj R
21.	Pankaj Kumar
22.	Poojajosephine A
23.	Prema G
24.	Priyadharshini K
25.	Promothji G
26.	Roshini P
27.	Sesetti Navya Deepika
28.	Sindhmani A
29.	Thrisha S
30.	Adlin L
31.	Amitesh Kumar
32.	Balaji V
33.	Erla Chinna Subbaiah
34.	Hariharan B
35.	Kavya M
36.	Krithik Kumar J
37.	Rajalingam D
38.	Sankaramoorthi Mahesh Ram
39.	Seethalakshmi D
40.	Surendar S