



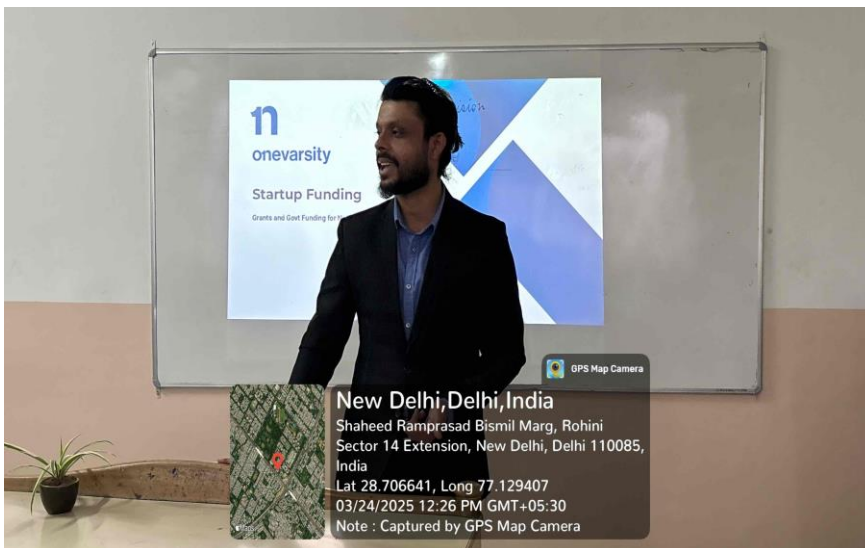
**giBS**

Gitarattan International Business School

Grade 'A' Accredited by NAAC

# RAISING CAPITAL AND MANAGING FINANCE FOR STARTUPS

## 24<sup>TH</sup> MARCH 2025 (MONDAY)



IIC-GIBS hosted an exclusive IIC workshop titled "Raising Capital and Managing Finance for Startups" on 24<sup>th</sup> March 2025. The session aimed to provide fourth-semester BBA students with valuable insights into finance, capital markets, and financial management for startups.

Led by Mr. Shiv Agarwal, Founder & CEO, One Varsity the workshop offered in-depth knowledge of the financial aspects of startups, with a strong focus on raising capital and effective financial management. He discussed various funding sources, including bootstrapping, angel investors, venture capital, government grants, crowdfunding, and bank loans, emphasizing the importance of choosing the right financing option based on a startup's specific needs. Mr. Agarwal also highlighted the significance of financial planning and budgeting, particularly in managing cash flow, minimizing costs, and preparing financial statements that appeal to investors.

Another crucial topic covered was investment readiness. He explained how entrepreneurs should craft compelling investor pitches, understand valuation, and navigate equity distribution. Additionally, he addressed the legal and financial considerations startups must account for before seeking investments. Mr. Agarwal also shared strategies for scaling a startup, focusing on managing financial risks, reinvesting profits strategically, and ensuring long-term financial sustainability. His insights provided students with a practical understanding of financial decision-making in entrepreneurship, equipping them with the knowledge to build and sustain successful ventures.

The session was highly engaging and left students with valuable takeaways on financial management. Mr. Agarwal's real-world experiences and insights helped aspiring entrepreneurs gain confidence in managing startup finances and securing capital for their ventures. The workshop was a great success, leaving students motivated and better prepared for their future endeavours.

The event concluded with a round of applause from the audience, followed by a token of appreciation presented to the guest by Dr. Jatin Lamba in the form of a memento.

**FLYER OF THE EVENT**



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|--------------------------------|---|
| <b>TYPE OF EVENT</b>           | IIC event                                   |
| <b>VENUE</b>                   | Room 506                                    |
| <b>TIME &amp; DURATION</b>     | 12:00 PM onwards                            |
| <b>CONDUCTED BY</b>            | IIC   |
| <b>ORGANISED FOR</b>           | BBA E4A                                     |
| <b>NAME OF THE COORDINATOR</b> | Ms. Hema Rani                               |
| <b>ATTENDANCE</b>              | 42  |
| <b>RESOURCEPERSON</b>          | Mr. Shiv Agarwal, Founder & CEO, OneVarsity |



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| <b>OBJECTIVES OF THE EVENT</b> | <ol style="list-style-type: none"><li>1. To equip BBA students with essential finance and capital management skills crucial for entrepreneurial success.</li><li>2. To make them understand the challenges faced by startups in securing funding and managing financial sustainability.</li><li>3. To explore current trends and innovative techniques in financial planning, capital raising, and investment strategies for startups.</li></ol> |
| <b>LEARNING OUTCOME</b>        | <ol style="list-style-type: none"><li>1. Students learned about various sources of startup capital, including bootstrapping, angel investors, venture capital, crowdfunding, and bank loans.</li><li>2. Gained practical insights into selecting the most suitable financing option based on business needs and growth stages.</li><li>3. Students learned how to balance growth and financial stability while scaling their startups.</li></ol> |
| <b>SHORTFALL DURING EVENT</b>  | None   |
| <b>LINK OF ONLINE VIDEO</b>    | <a href="https://youtu.be/SqMs4OzMLhs">https://youtu.be/SqMs4OzMLhs</a>  |

**PREPARED & SUBMITTED BY: MS HEMA RANI, ASSISTANT PROFESSOR (CMS)**