

# RAISING CAPITAL AND FINANCE MANAGEMENT FOR START-UPS

23<sup>RD</sup> APRIL 2026 (THURSDAY)



The IIC session titled “RAISING CAPITAL AND FINANCE MANAGEMENT FOR START-UPS” was conducted at Gitarattan International Business School (GIBS) in the



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Seminar Hall, 3rd Floor, from 10:00 a.m. onwards. The session was organized by the IIC–GIBS for students of BBA 6<sup>th</sup> Semester, MBA, and MBA-IB 4<sup>th</sup> Semester with the objective of raising and managing funds for start-ups. The resource person for the session was Dr. Shikha Dhawan (Executive Director, Entrepreneur Café, New Delhi), who shared her successful journey from past 23 years of experience with the students. This workshop aims at current start-up ecosystem; a revolutionary idea is only as strong as the financial strategy behind it. Many promising ventures fail not due to a lack of innovation, but due to an inability to secure funding and manage finances effectively. This workshop is designed to bridge the gap between entrepreneurial vision and financial viability.

Dr Shikha highlighted the fact that why finance is the backbone of a start-up, with the financial lifecycle table. She also explained briefly from where does the start up founder collect money at his initial stages. It can be Bootstrapping, Angel Investors, Venture Capital, Bank Loans, Crowd funding, and Government Grants (with Indian-specific schemes like MUDRA and Startup India). Additionally, she briefed that every new entrepreneur should be fluent in reading and interpreting three core documents namely P&L, Balance Sheet, and Cash. For the sustainable growth of the business, she introduced the term unit economics that measures the direct revenue and cost associated with single unit of business. Last but not the least, she wind up her session by educating the students about the financial mistake which as a founder committed and how to avoid them.

During the session, top 6 well-defined business models developed by participating students are finalized and are listed below:-

| <b>S. NO.</b> | <b>NAME</b>                      | <b>CLASS</b> | <b>FINANCIAL MANAGEMENT-START UP IDEA</b>                              |
|---------------|----------------------------------|--------------|--|
| 1             | Sanya, Khushi<br>Rajput, Vandana | MBA-IB 4 sem | Quick Bite – Right funding sources, financial clarity, unit economics. |



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|---|---|----------------|--|
| 2 | Tanya Gulati, Priya<br>Divyanshu,<br>Anshika  | BBA 6 semester | Flour house– Right funding sources,<br>financial clarity, unit economics                             |
| 3 | Isha, Sneha                                   | MBA-IB 4 sem   | EcoCart&sustainable Grocery Delivery–<br>Right funding sources, financial clarity, unit<br>economics |
| 4 | Kanav, Rahul,<br>Mishika                      | BBA 6 semester | Elder Edu- Right funding sources, financial<br>clarity, unit economics                               |
| 5 | Sakshi Gupta,<br>Payal, Vasudha               | MBA-IB 4 sem   | Quick Hire Solutions- Right funding<br>sources, financial clarity, unit economics                    |
| 6 | Harsh Kaushik,<br>Parth Gupta,<br>Aryam Bhatt | BBA 6 semester | Techno Care-- Right funding sources,<br>financial clarity, unit economics                            |

### FLYER OF THE EVENT



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**Workshop on Raising Capital and Finance Management for Start-ups**

**23<sup>rd</sup> April 2026**  
(Thursday)

**WELCOME**  
**Dr. Shikha Dhawan**  
Executive Director, Entrepreneur Café

**TIME :**  
10:00 am Onwards

**VENUE :**  
3<sup>rd</sup> Floor Seminar Room, GIBS

**CLASS & SEMESTER :**  
MBA 1<sup>st</sup> & 2<sup>nd</sup> Semester & BBA 6<sup>th</sup> Semester

|                                |  |
|--------------------------------|--|
| <b>TYPE OF EVENT</b>           | IIC  |
| <b>VENUE</b>                   | Seminar Hall, 3 <sup>rd</sup> floor, GIBS  |
| <b>TIME &amp; DURATION</b>     | 10:00 am Onwards   |
| <b>CONDUCTED BY</b>            | IIC- GIBS  |
| <b>ORGANISED FOR</b>           | BBA 6 <sup>th</sup> Semester & MBA 4 <sup>th</sup> Semester, MBA-IB 4 <sup>th</sup> Semester |
| <b>NAME OF THE COORDINATOR</b> | Dr. Ranjeet Ambast<br><br>Dr. Neha Agarwal   |



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| <b>ATTENDANCE</b>              | 60  |
| <b>RESOURCE PERSON</b>         | Dr. Shikha Dhawan,<br>Executive Director, Entrepreneur Café, New Delhi  |
| <b>OBJECTIVES OF THE EVENT</b> | <ol style="list-style-type: none"><li>1. To provide students and faculty startups with insights about fundraising strategies, funding options, financial planning, and effective capital management strategies.</li><li>2. To help participants understand various sources of capital — including bootstrapping, angel investment, venture capital, government grants, bank loans, and crowdfunding.</li><li>3. To build understanding of financial planning essentials such as budgeting, cash flow management, unit economics, valuation basics, and financial projections.</li><li>4. To expose participants to compliance-related financial responsibilities relevant to running and scaling a startup.</li></ol> |
| <b>LEARNING OUTCOME</b>        | <ol style="list-style-type: none"><li>1. At least 5 teams should have prepared basic financial projections and/or funding strategy drafts by the end of the workshop.</li><li>2. A minimum of 80% of participants to report improved understanding of startup finance and capital raising (measured via feedback form).</li><li>3. Participants to gain practical exposure through interaction with experts from the startup ecosystem — venture capitalists, angel investors, startup CFOs, and successful founders.</li><li>4. Enhanced awareness and readiness among student/faculty startups to approach investors and</li></ol>  |



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|                               | manage financial planning independently.                                |
| <b>SHORTFALL DURING EVENT</b> | None  |
| <b>LINK OF ONLINE VIDEO</b>   | <a href="https://youtu.be/46WiHi2FLSY">https://youtu.be/46WiHi2FLSY</a> |

**PREPARED & SUBMITTED BY: DR. NEHA AGGARWAL, ASSISTANT PROFESSOR, CMS, GIBS.**