

# हंसराज

## महाविद्यालय

दिल्ली विश्वविद्यालय

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### NAAC ACCREDITED 'A++' GRADE COLLEGE

2025-26

**Name of the Event:** Scale up Sessions

**Organised by:** Mahatma Hansraj Centre for Innovation, Incubation and

Entrepreneurship (MHCIE)

**Date of the Event:** 11th October, 2025

**Duration/Event Timing:** 12PM – 3PM

**Venue of the Event:** New Seminar Hall, Hansraj College

**Name of Coordinator(s):**

Puspit Jain- Bcom Hons

Siddharth Pali- Bcom Hons

Yash Vardhan - Bcom Hons

Yash Gupta- Bcom Hons

Yash Tyagi - Bsc Physics Hons

Manya Singhal - Bsc Life sciences

**Name of Convener:** Ms. Madhavi Moni

**Event Description**

**Workshop 1 - Essential Finance for Founders :**

Building Financial Clarity from Day One”

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Speaker: CA Anshul Kumar Singhal (Founder Startup Bazaar, Partner @ LVC)

The workshop focused on financial clarity as a fundamental skill for every founder. Rather than viewing finance as bookkeeping or spreadsheets, the speaker emphasized that finance is the core of decision-making in a startup. Founders must understand numbers that shape strategy, such as cost per unit, margins, and cash flow, instead of relying only on accountants after transactions happen.

Key concepts discussed included Unit Economics, Customer Acquisition Cost (CAC), Lifetime Value (LTV), and Contribution Margin. A financially healthy business ensures that the customer's lifetime value is ideally three times the CAC. Participants learned to calculate burn rate and runway to estimate how many months the business can operate with current funds. Cash flow discipline was identified as a crucial survival factor, and poor cash management was stressed as a major reason behind startup failures.

The speaker advised breaking every cost into components to identify areas for reduction. Budgeting, variance analysis, and intentional spending help control leakage. Founders should track working capital and negotiate better terms while sourcing materials. The core message: Finance is storytelling through numbers. When founders understand numbers, they gain clarity, make smarter decisions, scale sustainably, and avoid preventable failure.

### Workshop 2 - "Legal & Compliance Essentials for Growing Startups"

Speaker: Mr. Navodaya Singh Rajpurohit (Legal Consultant, Indian Lawyer and Allied Services)  
Accompanied by: Mr. Yash Hari Rai Dixit and Mr. Ritik Dhariwal

The workshop focused on the crucial legal and regulatory framework every startup must follow to ensure sustainable and compliant growth. It began with understanding the different forms of business structures such as sole proprietorship, partnership, LLP, and private limited companies, highlighting that LLPs and Pvt. Ltd. firms are best suited for scalability and limited liability. Key legal topics discussed included company incorporation, Articles of Association (AOA), and Ministry of Corporate Affairs (MCA) compliance.

The importance of intellectual property (IP) protection covering trademarks, copyrights, and patents which was emphasized to safeguard a startup's identity and products. Founders were advised to register logos and designs early to prevent misuse. The session explained GST and tax compliance, especially input tax credit benefits, and how timely registration reduces costs and builds authenticity.

The need for clear founders' agreements, employee contracts, and protection of confidential data was stressed. Speakers advised startups to stay observant of business cycles, balance marketing with legal investment, and understand all functions from finance to technology. The core message : Legal awareness is not optional but a foundation for trust, protection, and long-term business success.

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#### Workshop 3: “Launchpad to Loyalty : Marketing for Exponential Startup Growth”

**Speaker** - Shambhavi Bajaj (Founder at OutMatch)

The session emphasized how startups can build powerful and loyal brands through strategic marketing, storytelling, and emotional connection. It began with a quiz on logo recognition, highlighting that a brand's identity goes beyond visuals, it's about trust, consistency, and differentiation. A logo acts as a symbol of storytelling, and maintaining design consistency strengthens recall value. Key marketing principles such as Segmentation, Targeting, and Positioning (STP) were discussed to help startups own a space in the consumer's mind. The concept of perceived value was introduced, defined as the balance between perceived benefits and cost. The speaker also elaborated on touchpoints, where a brand interacts with customers, influencing their overall customer experience.

The workshop outlined the marketing funnel, awareness, interest, consideration, purchase, loyalty, and advocacy and demonstrated how startups can convert awareness into engagement and finally long-term loyalty. Real-world examples like Zudio x influencers and Burger King's “Moldy Whopper” were used to explain credibility and shock value in campaigns. The core message: Emphasizing community building, storytelling through digital platforms, and transforming customers into loyal fans. Startups were encouraged to stay authentic, data-driven, and emotionally resonant to ensure sustained exponential growth.

#### Workshop 4: “Bridging Academia and Entrepreneurship : Cultivating the Founder's Mindset”

**Speaker:** Yuganksha Bhasin (Founder at Qvey)

The workshop by Yuganksha Bhasin focused on developing an entrepreneurial mindset among students by bridging theoretical learning with practical business insights. It emphasized the need to align academic knowledge with real-world problem-solving, adaptability, and innovation. The session began by stressing that a successful founder must first understand market demand before building a product or service. Participants were encouraged to start small, identify their niche, and find ways to monetize their skills or side hustle.

The speaker advised not to rush blindly into ideas but to prioritize goals, stay flexible, and maintain backup plans. Passion, while important, must be supported by realism and strategic thinking. Choosing the right co-founder was highlighted as crucial that one should seek alignment in vision rather than desperation for partnership. Bhasin also underlined the importance of evaluating product-market fit through customer retention, product credibility, and identifying best-selling offerings. Entrepreneurs were reminded to stay observant, learn from failures, and adapt continuously. The core message: Entrepreneurship is not about capital alone is about discipline,

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self-awareness, and persistence. A true founder balances passion with practicality, transforming academic knowledge into meaningful business impact.

### Five Geo-tagged Pictures:

**NATIONAL INCUBATION SUMMIT**  
**SCALEUP SESSIONS**

**WHY ATTEND?**

- Personal Branding & Marketing
- StartUp Finance Made Simple
- Investor Readiness
- Fundraising Demystified

**LIMITED SEATS AVAILABLE**  
Only 50-70 Participants. Exclusive Entry for Selected Founders & Students of Delhi University.

11th October 2025 | 10:00 AM - 5:00 PM | Multipurpose Hall, C Block, Hansraj College, University of Delhi

FOR ANY QUERIES CONTACT: KESHAV AGGARWAL +91 9416165685 | @ECELLHANSRAJ

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