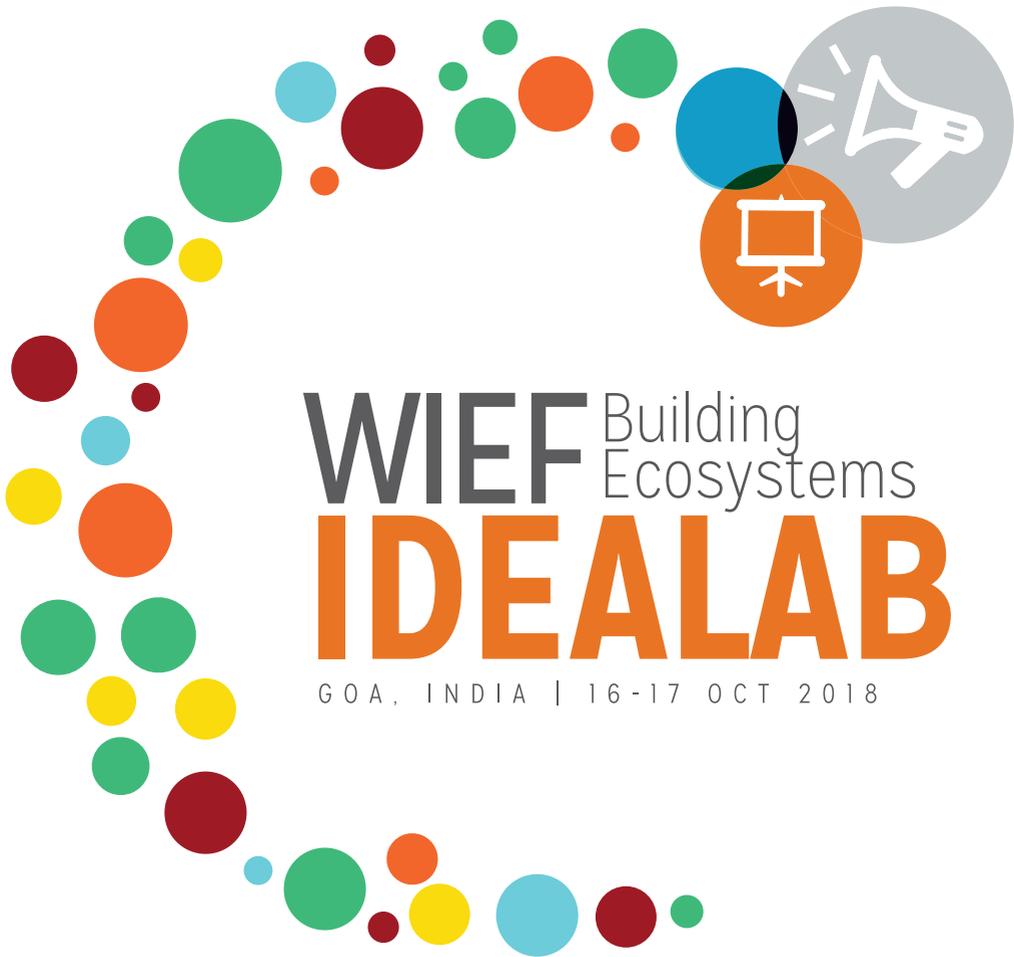


Organiser

Co-Organiser



**WIEF** Building Ecosystems  
**IDEALAB**

GOA, INDIA | 16-17 OCT 2018



## PROGRAMME OVERVIEW

IdeaLab, an initiative of WIEF Foundation's Young Leaders Network (WYN), is a distinguished startup conference that cultivates entrepreneurs and assists in the development of startup ecosystems. IdeaLab's relevance is from its assorted features that spur key players in the global startup ecosystem to network, share experiences, find ways to sustainably scale up and explore business collaborations.

After three successful editions in Kuala Lumpur, IdeaLab is expanding beyond ASEAN with its first regional edition to be held in Goa, India, on 16 - 17 October 2018 with a primary focus in early stage startups.



# WIEF IDEALAB 2018 FEATURES

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**Ideation Stage:** a platform where topics relevant to the startup scene are discussed by industry experts.



**Lab 51:** a breakout room where various workshops relevant to early stage startups are conducted. Startups are also given the opportunity to share their experiences living the startup life.



**Busking Station:** a place where some local performing artists show their talents in between activities.



**Networking Pods:** an online to offline platform for setting up casual conversations between participants during the event.



**IdeaClinic:** a space where startups receive real time advice on matters that are useful in creating and running their businesses such as advice on how to create commercially viable ideas, business sustainability, legal, public relations, marketing matters, etc.



**Networking Evening:** offers unique opportunity for participants to network while enjoying light refreshments featuring Goa's delicacy.



**Startup Ecosystem Showcase:** an open space exhibition demonstrating the offerings of some major players in the startup ecosystem in India and beyond.



# Day one // Tuesday, 16 October 2018

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9.00am	<b>Arrival &amp; Registration</b>
9.30am	 <b>Soundscape Pop-Up</b>
9.45am	 <b>Opening Remarks by</b> The Honourable Tun Musa Hitam, Chairman, WIEF Foundation
	 <b>Opening Dialogue: Supporting Startups</b> The opening session will address the actions and policies that need to be done in order to build a sustainable startup support system that can make Goa a startup hub in the next five years. Focusing on things such as promoting entrepreneurship among the youth, accessibility of startup services, funds etc.
11.00am	 <b>The Indian Startup Ecosystem: Bird's Eye View</b> This session is all about the Indian startup ecosystem, where it has been, where it is now and where it's heading (vision for 2025). In this exploration, we'll discover the ecosystem players, their roles in the ecosystem and how startups can engage with them.
12.00pm	 <b>Angel Investors and Where to Find them</b> This session focuses on the angel investing scene in India, particularly in Goa, uncovering what angel investors are looking for and how startups may find them.
1.00pm	<b>LUNCH BREAK</b>
2.00pm	 <b>Soundscape Pop-Up</b>
2.15pm	 <b>Startup War Stories: Fail Fast Learn Faster</b> Every startup worth their salt has gone through their fair share of ups and downs. In this session they'll share with us how they managed to weather the storm and come out the other end even stronger.
3.15pm	 <b>Across an Ocean of Startups: Lessons and Opportunities from ASEAN</b> They have come across an ocean of startups to meet you, to share and exchange knowledge. This session will look at the experiences accumulated in ASEAN about the startup ecosystem, what can be brought to Goa India and the opportunities for collaboration in Malaysia.

## LEGEND



Ideation Stage



Networking  
Pods



Startup Ecosystem  
Showcase



Lab 51



IdeaClinic



IdeaPad  
Pitch



Busking  
Station



Networking  
Evening

4.15pm

### TEA BREAK

4.30pm



#### Workshop 1: Perfecting the Pitch

This workshop will address the main areas that startups need to improve to make their pitches more appealing to investors.

5.15pm



#### Open Mic: Elevator Pitch

This is going to be a session to exercise the lessons learnt in the "Perfecting the Pitch" workshop where the 5 startups will get 2 minutes each to pitch their ideas to the crowd.

5.45pm

### Networking & End of Day One

## ON-GOING PROGRAMMES

11.00am - 5.30pm



IdeaClinic



Networking Pods



Startup Ecosystem Showcase



Scan the QR code for  
more information



# Day two // Wednesday, 17 October 2018

9.00am	<b>Arrival &amp; Registration</b>	
10.00am	 <b>Workshop 2: Getting Product-Market Fit</b> This workshop is designed to help startups build products that address real market needs and how to reach out to their early adopters.	 <b>Startup Journey and What to Expect</b> In this session, startups will discover the common challenges, misconceptions and opportunities to be faced in their first two years of operations and what they can do now to be ready for them.
11.00am	 <b>Workshop 3: Building a Winning Business Model</b> This workshop provides basic and practical strategies for new founders designing business models that fit their services and products.	 <b>Starting your Business in Goa, India</b> Before looking for funds, one must begin with what every startup financing requires: a company. This session will tell you what it takes to set up your company in Goa India. What are the available options for startups and what are the best structures to use.
12.00pm	 <b>Founders Anonymous - Team Building</b> This is a free flow discussion session where the attendees will have the opportunity to share their personal experiences and thoughts on the challenges of building a team around their startup.	 <b>Impact Investing based on Sustainable Development Goals (SDG)</b> The world is in trying times right now, and we all want to make a difference, but how can we make a difference that truly counts? This session takes a deep dive into the world of impact investing and social enterprises to find out how they can be progressive and self-sustaining.
1.00pm	<b>LUNCH BREAK</b>	
2.00pm	 <b>Soundscape Pop-Up</b>	



## LEGEND



Idea Stage



Networking  
Pods



Startup Ecosystem  
Showcase



Lab 51



IdeaClinic



IdeaPad  
Pitch



Busking  
Station



Networking  
Evening

2.15pm



### Workshop 4: Branding - Telling your Story

This workshop is intended to increase participants' ability to develop their brand awareness so as to reach their ideal target audience. By combining classroom type session with sharing of best practices, the presentation will include multiple methods for consideration when startups are embarking on their branding journey.



### Blockchain 101: Get with the Programme

There has been a lot of hype around blockchain, but what is it really? This session will bring this innovative new technology to light in the simplest ways possible so new founders seeking to venture into blockchain can have better insight on the matter.

3.15pm



### Founders Anonymous - Entrepreneur Mindset & Innovation

This is a free flow discussion session where the attendees will have the opportunity to explore what it means to have an entrepreneurial mindset and what it takes to truly come up with innovative products or services.



### Startup War Stories: Fail Fast Learn Faster

Every startup worth their salt has gone through their fair share of ups and downs. In this session they'll share with us how they managed to weather the storm and come out the other end even stronger.

4.15pm

**TEA BREAK**

4.30pm



### Workshop 5: Investor-Startup Relationship

This workshop will cover the best practices that startups employ to manage their communications and overall relationship with their investors.



### Big Data and Government Tech

This session will go into innovations that can change the way governments run, make them more efficient and effective. Being able to really elevate the livelihood of their citizens.

5.30pm



### Closing Remarks

8.00pm



### Networking Evening

## ON-GOING PROGRAMME

10.30am - 5.30pm



### Networking Pods



### Startup Ecosystem Showcase

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