Entrepreneurship Development Institute of India, Ahmedabad, India

HEALTHCARE ENTREPRENEURSHIP AND ACCELERATOR PROGRAM (HEAP)

July - December, 2019
The healthcare sector in India is laden with challenges despite some major breakthroughs. Widespread economic deprivation, increasing population, improper implementation of public health programs, rising incidence of chronic and infectious diseases, lopsided implementation plans and many related factors are reasons for concern. But at the same time, it also has to be acknowledged that these trepidations have risen the level and expanse of work in this sector, so much so that today the Industry has become one of India’s largest sectors both in terms of revenue and employment. During 2008-22, the market is expected to record a CAGR of 16.28 per cent. And the total industry size, US$ 160 billion in 2017 is expected to touch US$ 372 billion by 2022.

Given such a scenario and potential, there is a huge potential for entrepreneurs who are trained and technology savvy. Also, in light with the global trends, managers in the sector need a perspective change.

There is a need for an academically designed training in entrepreneurship and building sustainable businesses that are globally relevant and based on understanding of the deeper nuances of this industry.

To address this need, Entrepreneurship Development Institute of India, Ahmedabad has designed a unique workshop ‘Healthcare Entrepreneurship and Accelerator Program’ (HEAP).

The program will aim at helping, grooming, developing and mentoring business ideas to evolve through Business Acceleration Process. The programme has been designed with rich content and a real life application pedagogy.

HEAP will welcome applications from diverse healthcare ventures including
Pharmaceutical, Healthcare Services, Health-Tech, Lifestyle & Wellness facilities and services, and Online Pharmacies.

It will focus on domain knowledge and management frameworks as well as financial and commercial aspects of the business. The end of the program will be marked by presentations by the participants of final business plans and products/prototypes/services before industry experts and potential investors.

OBJECTIVES

The program aims at providing the participants, a specialised understanding of the nuances of the industry and an approach to strategic thinking that creates sustainable business models and plans. It would:

- Encourage, develop and train participants with knowledge in healthcare sector
- Create relevance and market for the new products and services in the sector
- Drive brand led business investments in the sector
- Alignment brand values to business processes and value chain
- Develop frameworks for accelerate and scaling of healthcare ventures

These objectives would be achieved through interaction with team of faculty and mentors drawn from EDI, other academic institutions and experts from across the globe.

- An acceleration program with global mentorship
- Launchpad support towards the end of the acceleration program
- Mentorship by distinguished experts and entrepreneurs
- Exposure to various global markets through entrepreneurs networks

WHAT SETS HEAP APART

This innovative programme would channelize the synergies of passionate business aspirations and talent of participants. They would be fully submerged in developing a go-to-market strategy. Each participant will build on their business ideas of their chosen product or service opportunity and harness the available resources to craft a powerful and globally acclaimed business model.

Each participant would become familiar with new thinking and directions in healthcare, illness and wellness industry in India and lifestyle products and services for the world markets. They can leverage their learning experience from industry experts, programme faculty, mentors and healthcare entrepreneurs. By the end of the programme, participants would have travelled the furthest distance in their learning journey and built and demonstrate following values in
their businesses:
- Authenticity
- Originality
- Consciousness to the needs of the stakeholders
- Fine understanding of markets and consumers
- Alignment of the value proposition in the whole value chain

MODULES & CONTENT

Module 1: 5 days (On-Campus, EDII-A)  
July, 2019 (Participants are required to check-in a day prior)

The participants will develop a strategic perspective towards healthcare, illness and wellness businesses. Mentors will be assigned to each participant to offer guidance and support for the entire duration of the programme. This module will cover topics like:

- Understanding Healthcare, Illness and Wellness Businesses
- Consumer Understanding
- Developing Products and Services
- Building Global Brands
- Unit Economics
- Introduction to Financial Statements
- Managing the R&D Process
- Building Human Supply Chains
- Sales and Distribution Challenges
- Managing Customer Experiences
- Design Thinking
- Leadership and Innovation

Module 2: (Off-Campus, 2 Months)

In the second module, the participants will be mentored by the programme faculty from EDII-A as well as selected industry experts. The interaction will be through video/telephonic conferences and e-mails or in-person meetings as agreed between participants and mentors. The participants will submit regular progress reports on their product and business concepts which will be reviewed by the faculty and experts. The participants can undertake discussion via call or online.

In this module the participants will:
- Develop Product Concepts and Value Propositions
- Submit Assignments and Special Projects
- Undertake Mid-Module Online Review

Module 3: 5 days (On-Campus, EDII-A)  
September, 2019 (Participants are required to check-in a day prior)

The participants will undergo a critical review of their work in this module. Comments and suggestions received by participants will help them refine business proposition. In this module, they will study about the practical aspects of entrepreneurship and management while consolidating on domain understanding. Highlights of this module are:

- Scaling of Businesses
- Financial Modelling
Module 4: (Off-Campus, 2 Months)

Through video conferences and webinars with a global expert panel, this module will be instrumental in finalising the product prototypes of the participants and consolidation of the processes. The participants will also develop business plans for launching their products and services into market. Mentors will continue to be available for support and guidance. This module will entail:

- Prototype Development / POC
- Go-to-Market Plan Development
- Business Plan Development
- One day Webinar with Experts
- Mid-Module Review (VC/Online)

Module 4.1: International Immersion, 5 Days [OPTIONAL]

(Participants are required to arrange their visas and passports)

In this module of international immersion participants would visit the chosen country and learn by

- Visiting Incubation Centres
- Meeting Investors
- Interacting with Marquee Speakers
- Attending industry Meets / Events

Module 5: 5 days (On-Campus, EDII-A)

December, 2019 (Participants are required to check-in a day earlier)

The last camp of the programme will serve as a gateway to the real world. It will put the participants in front of industry jury comprising of investors, buyers, influencers and well-wishers. They will have an opportunity to present their business ideas to different stakeholders in the industry. The module will include:

- Venture presentations by the participants to the jury
- Industry Talk
- Overview of the participants’ journey
- Review and valediction of the participants

HEAP expects very clear outcomes from the participants at the end of this 24 weeks programme. These outcomes should be reflected in an immaculately articulated and
implementable business plan covering
Alignment of the value proposition
- Go-to-Market product plan
- Visible value chain management plan
- A comprehensive sales and marketing plan

WHO SHOULD JOIN?
The programme is best suited for those with experience in healthcare, illness, wellness and lifestyle businesses; and also those who wish to enter these segments. These could be:
- Entrepreneurs with an existing business, now ready to scale or diversify
- Want-to-be Entrepreneurs’ with a very well defined idea with legs
- The ventures could be in any healthcare, illness, wellness and lifestyle sector such as:
  - Healthcare
  - Illness

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**Fees Structure**

The fee for the Healthcare Entrepreneurship and Accelerator Programme (HEAP) is Rs. 1,50,000 (Rupees One Lakh Fifty Thousand only).
This fee does not include other costs like prototype development, any patent fees, material or equipment costs. The cost of international immersion is additional.

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**Faculty & Mentors**

**Dr. Piyush Kumar Sinha** is Director, Advisory and Research at CRI. A former Professor of Marketing, IIMA, he is the Chief Mentor of the prestigious SVEP Programme at EDII. He has 37 years of Advisory, Research and Training as well as Managerial experience in marketing, sales, retailing, service and business strategy for product as well as service companies (B2C and B2B), in the domains of Retailing and E-Commerce; Luxury and Lifestyle; Healthcare; Decision Sciences and IT. He has been involved in more than 100 advisory and training initiatives in these areas.

**Dr. Satya Ranjan Acharya**

A business management professional with 20 years of teaching and consultancy experience in the areas of Financial Management, Idea Generation and Business Plan Formulation. Involved in entrepreneurship teaching and start-up growth. Trained in Application of Simulation for Entrepreneurship Teaching at the University of Tennessee, USA.

**Dr. Amit K Dwivedi**

Has over 13 years of teaching and research experience. Currently, he is a National Team Member of Global Entrepreneurship Monitor (GEM) India Consortium. He is associated with reputed national and international journals as editor and editorial board member. Dr. Dwivedi has published research papers, reviews and text books. He is also one of the co-authors of GEM India Report since 2014.
Faculty & Mentors

Mr. Mayank Patel
He has more than ten years of experience in banking and financial services and has completed seven years as an academician. He has received CFA charter from CFA Institute, USA. His academic interests include financial markets, asset pricing, behavioural finance, risk management and quantitative methods. He specializes in the areas of investment research, corporate finance and financial derivatives. Has presented papers during various conferences and also attended workshops on econometrics and computational finance. He is a keen follower of political economy, and developments in the field of education.

Dr. Sudarshan Jain
Sudarshan is the Former Managing Director, India and Member of Board, Abbott Healthcare with over 40 years’ track record in building businesses, brands and teams across pharmaceuticals, Over-the-Counter (OTC) products, hospital care, diagnostics and nutrition space. He has facilitated building of over 30 brands which are amongst top 300 list of the Indian pharma industry. He has played a very active role in shaping the healthcare policy and improving access to healthcare in India. He has been at leadership positions in Lupin, J&J and Piramal. He is a visiting faculty to premier business schools and board member of IIHMR, Jaipur. He is also a Senior Advisor to APAX Partners, a leading global healthcare investment company. He is a member of Special Group on Healthcare at IIMA.

Mr. Rahul Narvekar
Rahul is CEO at Sun and Sands Company that encourages and forges partnership between Japan and India. He has 18 years of rich experience in retail and ecommerce. He is a very successful ecommerce entrepreneur. He set up the first flash sales ecommerce fashionandyou.com and then indianroots.com, the first ethnic wear store selling to Indians abroad. Has also funded the India Angels Network and promotes entrepreneruship, start-ups and co-working spaces. He had set up the first music-on-demand service for cable operators in Bombay. Then he moved to Delhi to start his ecommerce journey. He has also managed the retail businesses at DLF Retail and Ansal API.

Mr. Ram Narain
Dr. Ram Narain is the Executive Director at the Kokilaben Dhirubhai Ambani Hospital. He has over two decades of experience in medical practice as well health administration. He has practiced at leading hospitals in Indian and abroad. He is a member on the bard at IIMHR, Jaipur. Dr. Ram Narain has a passion for teaching and training and believes in innovation as well as new ways of solving business problems.
About the Institute

An acknowledged National Resource Institute for Entrepreneurship Education, Research, Training & Institution Building

Entrepreneurship Development Institute of India (EDII), an autonomous and not-for-profit institute, et up in 1983, is sponsored by Apex Financial Institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and the State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which which stands the majestic and sprawling EDII campus. To pursue its mission, EDII has helped set up twelve state-level exclusive entrepreneurship development centres and institutes. In order to promote and advance entrepreneurship research, EDII established a Centre for Research in Entrepreneurship Education and Development (CREED)

On account of EDII’s achievements, it has been, beckoned by various Ministries of the Government of India to take up need based projects. EDII has been appointed nodal agency for the Ministry of Food Processing Industries, Ministry of Textiles, Department of Science & Technology, Ministry of Urban Poverty Alleviation, Ministry of External Affairs, Government of India to carry out holistic entrepreneurship development initiatives in the respective domain.

In the international arena, efforts to develop entrepreneurship by way of sharing resources and organising training programmes, have helped EDII earn accolades and support from the World Bank, Commonwealth Secretariat, UNIDO, ILO, FNSt, British Council, Ford Foundation, European Union, ASEAN Secretariat and several other renowned agencies.
# Nomination Form

**Healthcare Entrepreneurship and Accelerator Program (HEAP)**  
Organised by Entrepreneurship Development Institute of India, Ahmedabad

## July - December, 2019

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### Educational/Professional Qualifications (Graduation Onwards)

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### Experience/Postings from Level

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### Training Attended

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### Specific Areas in Which Skill Upgradation Desired

1.  
2.  
3.  

**Date:**  
**Signature of the candidate**

**Note:**  
1. It is important to fill up all details correctly & completely.  
2. Incomplete applications will be rejected.