SESSION 7 OF 8

Surviving the First Five Years: Lessons They Don’t Teach Founders

TIME	VENUE	SPEAKERS / PANEL
3:15 PM – 3:45 PM 30 minutes	**Hall No. 1, Radisson*** Delhi NCR	**Arpeta Mukherjee**, Founder, Sanvit HR **Anjani Kumar**, Innovation & Growth Investor

This is not a final list. More investors and speakers are being added daily until slots are available. * Location and room number are subject to change; please check our final update on 20 November.

About this session

Building a startup is challenging. This session shares real-world lessons on overcoming early-stage struggles, avoiding common mistakes, managing finances, building resilient teams and staying focused during uncertain times.

Agenda

TIME	WHAT HAPPENS
3:15 – 3:18	Introduction
3:18 – 3:30	Real-world lessons: early-stage struggles and common mistakes
3:30 – 3:38	Managing finances and building resilient teams
3:38 – 3:43	Staying focused through uncertainty, with audience questions
3:43 – 3:45	Close and key takeaways

Timings within the session are a suggested running order.

Key takeaways

FOR FOUNDERS

- Mistakes to avoid in the first five years
- How to manage finances and build a resilient team
- How to stay focused when things are uncertain

FOR INVESTORS

- An investor’s view of what founders struggle with
- Signals of a resilient founding team
- Questions to ask early-stage founders

FOR ATTENDEES

- Real-world lessons not taught in books
- A realistic view of the startup journey
- Ideas to discuss with founders afterwards

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TICKETS AND ACCESS

Who can do what in this session

Every ticket gives access to hear the sessions and network at the event. The table shows what each ticket gets you and its role in this session.

TICKET	WHAT YOU GET	IN THIS SESSION
Networking Pass	Entry to the sessions and networking, goodies, coffee and an **Obsidian NFC card**.	Attend and network
Elevator Pitch: 3 min	**3-minute slot** to pitch your company or products to attendees, investors and founders.	Attend and network
From Chaos to Scale (3-Minute Slot)	**3-minute slot** for a quick, crisp founder story.	Attend and network
7-Minute Founder Story Slot	**7-minute slot**: either pitch, or tell your founder story, lessons learnt and the products or services you offer.	Attend; co-speaker opportunity on request
Pitch Pod (3 seats)	A **table with 3 seats** and a **dedicated corner** to showcase your products and services. **Sponsor tag** included.	Attend; co-speaker opportunity on request
Exhibit Booth	A **bigger kiosk** to showcase your team, services and offers to businesses. **Sponsor tag** and a **Sovereign metal NFC card** for the founder.	Attend; co-speaker opportunity on request
Investor Pass	**VIP guest with VIP access**: listen to the pitches, take part in the panel discussion and network. Other goodies and services as listed. Complimentary for invited investors.	Attend and connect with founders

Extra features by ticket

TICKET	SALIENT FEATURES
NFC card by ticket	**Sovereign Metal NFC card** for Investors and the Exhibit Booth. **Obsidian PVC NFC card** for every other ticket. Activate it free of cost with the Vcarddly mobile app (see the next page).
Elevator Pitch and From Chaos to Scale tickets	**Publishing on the Multicloud4u network and sites** and **brand collaboration through Multicloud4u's different social channels**; **free lunch and high tea worth ₹2,299**; and a **free CRM and HR system** to help you scale.
7-Minute Slot, Pitch Pod and Exhibit Booth tickets	Everything above, plus a **PR push**: your company and work mentioned along with other founders on **200+ news and media sites**, and an opportunity to **speak in one speaker session as a co-speaker** or take a 3–7 minute slot to tell your business story. **Pitch Pod and Exhibit Booth** participants also get a **sponsor tag** and a **free Digital Transformation Review from Multicloud4u International**.
Investor Pass	A panel discussion where up to 10 investors meet and connect with founders, who can pitch and showcase their brand in front of them. Investor Pass holders also get the **PR push on 200+ news and media sites**, a **Sovereign Metal NFC card** and **free one-year digital access to Multicloud4u products** (HR, CRM and other tools) with 2 user licences and no commitment to continue.

Carry a government-approved ID matching your booking name. Session timings and slot order may change; the organising team confirms slots with ticket holders.

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YOUR NFC CARD

Ready-to-use digital visiting card

Your ticket includes a Vcarddly NFC card: a ready-to-use digital visiting card with an inbuilt CRM and conference networking management. Tap or scan to share your details instantly and keep track of the people you meet. You only need to activate your card with the Vcarddly mobile app, free of cost.



Sovereign Metal NFC Card
For Investors and the Exhibit Booth



Obsidian PVC NFC Card
For all other ticket holders

How to activate

1	**Receive your card** Your card type depends on your ticket.
2	**Open the Vcarddly mobile app** Scan the QR code on the card (“Scan to activate your vCard”).
3	**Activate, free of cost** Your digital visiting card is ready to share, with the inbuilt CRM and conference networking tools.

Card type depends on your ticket. Card designs shown are illustrative.

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