

**NASSCOM®****PRODUCT CONCLAVE  
AND EXPO 2009**27-28 Oct 2009  
The Lalit Ashok, Bangalore**AGENDA**

Day 1 - Oct 27, 2009

0830 - 0900 hrs	Registration		
0900 - 0915 hrs	Opening Note by Som Mittal, President, NASSCOM		
0915 - 1000 hrs	"Art of the Start" Keynote 1 by Guy Kawasaki , Managing Director, Garage Technology Ventures		
1000 - 1030 hrs	Tea Break		
	<b>1030 - 1130 hrs</b>  <b>Panel 1:</b> Why aren't there more M&As in startups space in India?  <b>Hall:</b> Grand Ballroom  <b>Session Brief:</b> The product startup space in India has seen relatively few high profile exits. The panel will cover the views from diverse experts on the reasons and possible remedies. E.g: Is the issue related to level of innovation, access to markets, talent attraction, risk	<b>1030 - 1230 hrs</b>  <b>Workshop 1:</b> Workshop on Marketing and branding strategies for Product organizations  <b>Hall:</b> Convention Hall  <b>Session Brief:</b> This session aims to inspire creative marketing strategies that will help your products achieve recall. It will provoke a discussion by setting a context – describing India's most successful product company – and then having the participants	<b>1030 - 1130 hrs</b>  <b>Unsession* 1:</b> Krishna & Arjuna: The role of Mentors/Advisors in startups  <b>Hall:</b> Sutra Lounge  <b>Brief:</b> All startups are determined to win, but many flounder. Is it for lack of capital, as most entrepreneurs seem to think? Or is it for want of insights about fund-raising, managing people, and growth? There are many successful individuals who could provide great advice to younger entrepreneurs, but it isn't happening yet. This session aims at providing advice on advisors!  <b>Moderator:</b> Sanjay Anandaram, Managing Director, Jumpstartup Fund

	<p>averse culture, services mindset, a matter of timing or some other?</p> <p><b>Moderator:</b> Aravind Sitaraman, VP and MD, Cisco Development Organization, Cisco Systems (India) Pvt Ltd</p> <p><b>Panelists:</b> S S Raghunath, Professor, Corporate Strategy and Policy, Indian Institute of Management, Bangalore</p> <p>Sudhir Sethi, Founder &amp; CMD, IDG Ventures</p> <p>P V Gopalakrishnan, Entrepreneur, ex - Director Technical (and partner) of Alpha X-Ray Technologies</p>	<p>deliberate about a (perhaps fictitious) case situation, followed by brief presentations from different perspectives – positioning, channel management, promotion, online and finance.</p> <p><b>Workshop Moderator:</b> Peter Yorke, CEO, Yorke Communications</p> <p><b>Workshop Panelists:</b> Sridhar Ramanujam, CEO, Brand-comm</p> <p>Samir Kumar, Managing Director, Inventus</p> <p>Ramesh Venkateswaran, Professor, SDM Mysore,</p> <p>Aruna Schwarz, CEO, Stelae Technologies</p>	<p>Advisors</p> <p><b>Panelists:</b> Manjunath M Gowda, CEO, S7 Software</p> <p>Ajay Shankar Sharma, CEO, Srishti Software</p> <p>Baskar S, Founder, Amagi</p> <p>Phanindra Sharma, CEO, Redbus</p> <p>Shekar Nair, CEO, Elina Networks</p>
	<p><b>1130 – 1230 hrs</b></p> <p><b>Panel 2:</b> Why System Integrators (SIs) are critical to</p>		<p><b>1130 – 1330 hrs</b></p> <p><b>Unsession* 2:</b> Business Mentoring Sessions - Coordinator, Balaji</p>

	<p>the success of your product business?</p> <p><b>Hall:</b> Grand Ballroom</p> <p><b>Session Brief:</b>  Globally successful software companies recognize the importance of SIs in the value chain. This session will explore in-depth, the critical role of SIs in the enterprise: the network effect of partners, the critical, necessary &amp; complimentary role of System Integrators, and how it can translate into a win-win-win for your product; the customer; and the SI partner.</p> <p><b>Moderator:</b> <i>NRK Raman, MD &amp; CEO, Oracle Financial Services</i></p> <p><b>Panelists:</b> Harsh Manglik, Country Head and CEO Accenture</p> <p>Sudin Apte, Principal Analyst, Forrester</p> <p>Kallol Hazra, C&amp;I Head, HP-EDS</p>		<p>Pasumarthy, Mentorsquare</p> <p><b>Hall:</b> Sutra Lounge</p> <p><b>Brief:</b> Entrepreneurs can benefit by using this session to clarify various issue that they might be grappling with in their ventures with Mentors who might have faced similar situations on their way to Business Success. One-on-one sessions are possible, and delegates can continue the conversation later on <a href="http://www.mentorsquare.com">http://www.mentorsquare.com</a> if they so desire (guest accounts provided).</p>
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	<p>Enterprise Services</p> <p>Rajat Mathur , Chief Sales and Operations Officer - APAC, Wipro</p>		
	<p><b>1230 - 1330 hrs</b></p> <p><b>Panel 3:</b> SaaS Business Model – Will it be the non-linear growth model of the future?</p> <p><b>Hall:</b> Grand Ballroom</p> <p><b>Session Brief:</b> Software-as-a-service (SaaS) business models are evolving rapidly. This session will discuss the opportunities for Indian entrepreneurs to leverage the SaaS Business model to create profitable growth businesses from India.</p> <p><b>Moderator:</b> Pari Natarajan, CEO, Zinnov</p> <p><b>Panelists:</b> Kishore Mandyam, CEO , PK4 Software Technologies Pvt Ltd</p> <p>Venguswamy</p>	<p><b>1230 - 1330 hrs</b></p> <p><b>Panel 4:</b> Product strategies in the telecom sector: potential for global leadership</p> <p><b>Hall:</b> Convention Hall</p> <p><b>Session Brief:</b> Telecom, especially mobile, is a unique vertical: a domestic market which is one of the largest in the world, and is also a world leader in products, solutions, and evolution. This session explores some early success and discusses some emerging trends as well as points out why it is still an early stage market and hence a high-potential market for product companies to focus on.</p> <p><b>Moderator:</b> Rajesh Jain , MD, Netcore Solutions Pvt Ltd</p> <p><b>Panelists:</b></p>	

	<p>Rangaswamy, Head of SMB business, TCS Kiran Datar, MD, Webex</p> <p>Shekar Kirani, VP, India, Verisign Inc</p>	<p>Sangeet Chowfla, Chief Strategy Officer and EVP Products, Comviva</p> <p>Manoj Dawane, CEO, Mauj Telecom</p> <p>Vishy Poosala, Head of Bell Labs India</p>	
1330 - 1430 hrs	<p>Lunch <b>Venue:</b> Poolside</p>		
	<p><b>1430 - 1530 hrs</b></p> <p><b>Panel 5:</b> Building global consumer businesses out of India</p> <p><b>Hall:</b> Grand Ballroom</p> <p><b>Session Brief:</b> Over the past few years, some Indian companies have taken the first steps towards building direct-to- consumer offerings out of India - combining the cost and skill advantages that India offers with understanding of global consumers, and innovations in business models sales channels. This session will discuss what makes these companies successful and what it takes to truly scale.</p>	<p><b>1430 - 1630 hrs</b></p> <p><b>Workshop 2:</b> The art of writing a business plan.</p> <p><b>Hall:</b> Convention Hall</p> <p><b>Brief:</b> This session will outline all aspects of starting a business and putting that in a document that will become the source of enlightenment for you and your investors. This will also address your questions in a high energy and interactive session. The session will be led by Naeem Zafar of Concordia Ventures.</p> <p><b>Workshop Moderator:</b> Naeem Zafar, Member of Faculty ,</p>	<p><b>1430 - 1530 hrs</b></p> <p><b>Unsession* 2:</b> Business Mentoring Sessions (contd)</p>

	<p><b>Moderator:</b> Maya Hari, CEO , Stylkist</p> <p><b>Panelist:</b> Pallav Nadhani, CTO Infosoft Global</p> <p>K Ganesh, CEO, Tutorvista</p> <p>Narendra Bhandari, Director , Intel Asia-Pacific</p> <p>Amit Ranjan, Co-Founder , Slideshare</p>	<p>Haas Business School, University of California Berkeley</p>	
	<p><b>1530 - 1630 hrs</b></p> <p><b>Panel 6:</b> Is creating embedded products (out of India) more of an ART than ENGINEERING?</p> <p><b>Hall:</b> Grand Ballroom</p> <p><b>Session Brief:</b> Embedded products are changing dramatically in this decade in the areas of complexity, time to market and delivery models. There are several factors that have driven these changes and</p>		<p><b>1530 – 1700 hrs</b></p> <p><b>Unsession* 3:</b> Startup Jobs for Dummies! - Myths, facts and opportunities</p> <p><b>Hall:</b> Sutra Lounge</p> <p><b>Brief:</b> The goal of this session is to provide an overview of start up life, for employees who are evaluating a startup job. To provide an opportunity for start ups to start reaching out to potential employees. Create awareness among startups on best practices in recruiting.</p> <p>Opening talk by a successful start up – “When to hire who” – A case study</p> <p>Talk by a senior person working at a start up– “Giving up a job at a large corporation for a start up”</p>

	<p>benefitted from this paradigm shift in this Industry. Experts who are central to this paradigm shift will talk on factors that make this attractive for the Indian Industries.</p> <p><b>Moderator :</b> Sham Banerji , Chairman &amp; CEO, i2i Holding pte limited</p> <p><b>Panelists:</b> Baskar S , Founder, Amagi</p> <p>Satish M, Co founder &amp; Chief Architect, Verismo Networks</p> <p>Pradeep Bardia, Director, Tandberg India</p>		<p>A Panel Discussion</p> <p><b>Moderator:</b> Sanjay Swami , CEO, mChek</p> <p><b>Panelists:</b> Ashish Gupta , Managing Partner , Helion Advisors</p> <p>KJ Singh, Principal Architect , Tejas Networks</p> <p>Kiran Anandampillai – Director Engineering (Application &amp; Voice Product Unit), OnMobile</p> <p>Vishwanath Ramachandran, CTO, Webaroo</p>
1630 - 1700 hrs	Tea Break		
1700 – 1745 hrs	"Building a successful 'Made in India' Brand" Keynote 2 by Rajesh Hukku, SVP & GM, FSGBU, Oracle		
1745 – 1800 hrs	Closing Note		
1800-1915	Cocktails & Networking Poolside		
1930 onwards	<b>Performance by Amit Heri Group, India - Centric world Music</b> Will Perform music from feature film 'Morning Raga' (was composed by Amit Heri) and from the latest album 'Jhoola'.		
2030 onwards	Networking and Dinner		

Day 2 - Oct 28, 2009

0900 – 0915 hrs	Opening Note - Kiran Karnik , IT Visionary, Former President NASSCOM		
0915 – 1015 hrs	<p style="text-align: center;">“Internet Age Business: Thriving on Change”</p> <p style="text-align: center;">Keynote 3 by Romesh Wadhvani - Chairman and CEO &amp; Pallab Chatterjee - Managing Director and Operating Partner, Symphony Technology Group</p>		
1015 – 1045 hrs	Tea Break		
	<p><b>1045 - 1145 hrs</b></p> <p><b>Session 7:</b> - Leveraging ecosystem for product development</p> <p><b>Hall:</b> Grand Ballroom</p> <p><b>Session Brief:</b> It is essential for a Software product organization to be aware of the opportunities available through an ecosystem of technology partners and what impact it can make it on its business models. The session will cover the status of Worldwide software ecosystem, the no of software companies engaged through this, the impact of the engagement. It will also cover the key business models emerging in different geographies and leading players. The discussions will also cover the impact of this trend to Indian</p>	<p><b>1100 - 1300 hrs</b></p> <p><b>Workshop 3:</b> Evangelizing, using twitter to market your product. Guy Kawasaki , MD, Garage Technology Ventures</p> <p><b>Hall:</b> Convention Hall</p>	<p><b>1100 - 1145 hrs</b></p> <p><b>CIO Discussion - What CIOs Want. – Candid Advice to Indian Product Companies</b></p> <p><b>Hall:</b> Sutra Lounge</p> <p><b>Brief:</b> A panel of CIOs from leading Indian enterprises to share their insights on the business problems that the enterprise are presently dealing with and what products they will be looking for in the coming years. Providing good insight into where the IT budgets are expected to go and also hear the CIOs views on what it will take for these enterprises to consider buying products from Indian Startups.</p> <p><b>Moderator:</b> Anil Bhakt, MD, Easter Software</p> <p><b>Panelists:</b> Ajay Dhir, CIO, Jindal Steel Limited</p>

	<p>Software companies.</p> <p><b>Session Chair:</b> Narendra Bhandari, Director, Software Solutions Group, Intel Asia-Pacific.</p> <p><b>Speakers:</b> Kim Gerardi, Worldwide Director, Global ISV Enabling</p> <p>Hardik Sanghvi, CEO, VMUKTI</p>		<p>Sangeeta Patni, Founder, Extensio Software</p> <p>Daya Prakash, CIO, LG Electronics, India</p> <p>Rajesh Munjal, CIO, Carzonrent (Hertz and EasyCabs) India</p>
	<p><b>1200 - 1300 hrs</b></p> <p><b>Panel 8:</b> Technology Opportunities serving the millions of India: The next major growth area for Indian technology firms</p> <p><b>Hall:</b> Grand Ballroom</p> <p><b>Session Brief:</b> This session addresses how technology initiatives are enabling entrepreneurs to serve potentially huge segments in the Base of the Pyramid; the next wave of innovation and application of technology likely in these markets; and how to get an early- mover advantage in these potentially enormous new markets.</p> <p><b>Moderator:</b> Ramesh</p>		<p><b>1145 - 1300 hrs</b></p> <p><b>POWER Session – EMERGE Product Showcase to the CIO</b></p> <p><b>Brief:</b> A select group of 12 interesting Startup product companies from across the country will be selected to make a power pitch to the CIOs and other potential decision makers (investment and purchase). This is a unique opportunity to directly pitch the product to end enterprises, familiarize the decision makers and more importantly get their feedback on the relevance of these products to Indian enterprises.</p> <p><b>Hall:</b> Sutra Lounge</p>

	<p>Ramanathan – Chairman, Janalakshmi Microfinance.</p> <p><b>Panelists:</b> Sean Blagsvedt, CEO, Babajobs, Bangalore.</p> <p>V. Sudhakar, CEO, Co-Options, Hyderabad</p> <p>V.V. Rajasekhar, VP , ITC InfoTech</p>		
1300 - 1400 hrs	<p>Lunch <b>Venue:</b> Poolside</p>		
	<p><b>1400 - 1500 hrs</b></p> <p><b>Panel 9:</b> Building a product ecosystem that addresses the millions of India</p> <p><b>Hall:</b> Grand Ballroom</p> <p><b>Session Brief:</b> The session will allow the platform providers – the telcos, MFIs, government bodies and investors – that represent the channel and capital for many of these opportunities, to give their perspective on what services they are excited about and how smaller companies can effectively engage with them.</p> <p><b>Moderator:</b> Ashwin Mahesh, CEO,</p>	<p><b>1400 - 1600 hrs</b></p> <p><b>Workshop 4:</b> GTM strategies for Product startups</p> <p><b>Hall:</b> Convention Hall</p> <p><b>Brief:</b> Do you wish to build a team of hound dogs who will track down customers? Or do you believe you can spread the fragrance of your brand to attract your customers like honeybees? Or instead do you plan to build the reach of a spider and catch the customer without chase or lure? This session will help you plan your channels effectively.</p> <p><b>Format:</b></p> <ul style="list-style-type: none"> <li>• 30 minutes:</li> </ul>	<p><b>1400 – 1445 hrs</b></p> <p><b>POWER Session – EMERGE Product Showcase to the CIO ( contd)</b></p> <p><b>Hall:</b> Sutra Lounge</p>

	<p>Mapunity</p> <p><b>Panelists:</b>          Krishna Durbha, Head Mobile VAS, Reliance Communication</p> <p>Sanjay Sinha, CEO, MCril</p> <p>Shashank Jain, Director, Nokia R&amp;D Bangalore</p>	<p>presentations</p> <ul style="list-style-type: none"> <li>• 30 minutes: Q&amp;A, answered by panel</li> <li>• 60 minutes: 3 companies, case studies, review and comments by panel</li> </ul> <p><b>Workshop Moderator:</b>          Subinder Khurana, Delivery Head, Enterprise Analytics, Cognizant</p>	
	<p><b>1500 - 1600 hrs</b></p> <p><b>Panel 10:</b> Accelerating Product Innovation</p> <p><b>Hall:</b> Grand Ballroom</p> <p><b>Session Brief:</b> For India to develop into an economic powerhouse we need to move beyond replicating or tropicalizing foreign products; we need to conceptualize, develop and market breakthrough products that can capture the world's imagination. This session will bring new and cutting edge insights into 'what does it take to make a breakthrough product innovation happen?'</p> <p><b>Moderator:</b>          Rajiv Narang, CEO, Erehwon Consulting</p> <p><b>Panelists:</b>          Kunwer Sachdev,</p>	<p><b>Workshop Panelists:</b>          Ratish Nair, CEO , Ad Magnet</p> <p>Rishikesh Sapre, Director Strategic Planning and Business development, Brainmatics</p> <p>R Narayan, CEO, Denave India Pvt Ltd</p> <p>Mark Iverson, Group Vice President- DR Global Direct, Digital River</p> <p><b>Hall:</b> Convention Hall</p>	<p><b>1445 - 1600 hrs</b></p> <p><b>Unsession* 4:</b> Startup Ecosystem Enablers - The Indian innovation and early-stage support eco-system to enable entrepreneurs to build large global product companies from India</p> <p><b>Hall:</b> Sutra Lounge</p> <p><b>Brief:</b> Building a globally successful product in India still continues to be a challenge. In recent years several organizations have come up that are attempting to enable the new startups and entrepreneurs meet this challenge. This session will bring together these organizations and help create a mental map of what support an entrepreneur can expect in India. This panel would discuss</p>

	<p>CEO, Su-kam Inverters</p> <p>Harsha Angeri, Director - Strategy &amp; Initiatives, Honeywell Technology Solutions</p> <p>Subash Menon , CEO Subex Ltd.</p> <p>B G Dwarakanath, COO, Titan Industries Limited</p>		<p>why new startups are not springing up as much as one would expect given the size of the industry. Discuss the impediments faced during ideating and in starting up, and what enablers may help. Discuss what Nasscom and similar industry organizations can do to promote and amplify the startup support ecosystem.</p> <p><b>Moderator:</b> Ramesh Loganathan, MD &amp; VP (Products ) , Progress Software</p> <p><b>Panelists:</b> Kesava Reddy, Co-Founder Trustee, Mobile Monday Bangalore</p> <p>Laura Parkin, Co-Founder, NEN</p> <p>Aditya Mishra , Director, HeadStart</p> <p>Sushanto Mitra, CEO, SINE, IIT-B</p> <p>Sudhir Syal , Organizer, Proto.in</p> <p>Vijay Anand, Manager (Incubation and New Ventures) , RTBI Incubation, IIT - Madras</p>
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			Rosen Sharma, VP Technology, McAfee
1600 – 1630 hrs	Tea Break		
1630 - 1730 hrs	<p align="center">“What is an attractive product in 2009” Keynote 4 by Dr. Orna Berry, Venture Partner, Gemini Israel Funds <b>Hall:</b> Magadh</p>		
1730 - 1830 hrs	<p align="center"><b>Panel 11:</b> VC Funding Vs Bootstrapping  <b>Hall:</b> Magadh</p> <p><b>Session Brief:</b> There are several ways of building companies and there are several ways of funding them. Venture Funding can rapidly unlock the innate potential of your start up if the right elements are in place. Some start-ups boot-strap and are better suited to grow organically. You have to choose which path you have to take, if you have the right elements and if you are ready.</p> <p><b>Moderator:</b> Naeem Zafar, Member of faculty, Haas Business School, University of California Berkeley.</p> <p><b>Panelists:</b> Srikant Rao , President &amp; CEO, Affordable Business Solution Swami Manohar, Founder and MD, Limberlink Technologies Pvt. Ltd Ashish Gupta , Managing Partner, Helion Advisors Dhiraj Kacker, Co-Founder &amp; CEO , Canvera</p>		
1830 – 1845 hrs	Wrap up session		

\*Unsession inspired from unconferences are structured but extremely interactive sessions.

### Other Sessions

- Expo /Booths – 10:00am -6:00 pm. **Hall:** Chanakya
- Demo Schedule: Available Separately
- Networking Schedule: Available Separately
  - Opportunity for product companies to show and tell about their products on a NASSCOM platform. The Expo will be open for 2 days from 9.30 am to 6.30 pm.