

CONNECT

the fast track for high growth business

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Connect Goa

Newsletter February 2010

Connect Arrives in India

Lord Sainsbury in the UK carried out a report for the British Government and identified Connect San Diego as **the** most effective initiative in the World to facilitate the start-up and development of high growth potential business in the World www.connect.org - 1500 new businesses, \$10 Billion of investment.

Connect has spread around the World and there are now 35 Connect initiatives Worldwide, including Connect London www.connectlondon.org which is run by Christopher Fogg who has been involved with India since 1969. Christopher identified that there were no Connects in India and that Connect Goa could be a perfect medium to help Goa start new businesses in Goa that would be good for the economy, employment and environment in Goa.

Why is Connect so Effective?

Connect forms strong alliances with everyone that is involved with business, directly or indirectly. It "connects" new entrepreneurs to its partners – Chambers of Commerce, Business Associations, Government, Academic Community, Existing Businesses, Business Angels, Funding Organizations and especially Volunteer Mentors. Connect San Diego has 1800 Volunteers!

Connect also follows a Cluster Strategy – ideally business clusters that are good for its environment. Perhaps in Goa this will be tourism, website enabled businesses, social enterprises, fashion and biotech. When effective clusters are in place it is a lot easier to help new entrepreneurs who have cluster specific ideas.

Business Incubator

As many members of the Goan community may recall, Christopher Fogg has been an advocate for the establishment of a Business Incubator in Goa (Goa Agenda). He regards Connect as an “Incubator Without Walls”, but is still **very** keen that Goa does go ahead with setting up a **physical** incubator, ideally a partnership between Goa Chamber, Goa Government and private sector organizations.

Goa Chamber

The importance of the Chamber cannot be underestimated. Connect Goa is actively engaged with the Chamber to promote the new incubator link into their “Entrepreneur Forum” to supply mentors and also to help promote the Business Ideas Competition to a large number of academic institutions.

British Business Group Goa

Connect Goa was set up with the invaluable assistance of Beryl Nasse of BBG – Goa. Although it is intended that Connect Goa will be a Goan run business, the links with the UK are valuable due to the expertise in business incubation, public sector business support, business angel networks and promotion of graduate entrepreneurs.

Pan Goa Business Plan Competition

Connect Goa was launched with a Business Plan Competition for the students from some of the top academic institutions in Goa – Goa University, PCC, GIM and BITS. Unfortunately due to problems on the campus BITS students did not have the opportunity to submit their plans. Each institution held their own semi-finals in early November and the final was held at the International Centre. We were honoured that Shrinivas Dempo, Chairman, Dempo Group of Companies awarded the prizes to the proud winners. He delivered an inspirational speech to the students present and emphasized that there was scope for social enterprise rather than simply making money.

Judging Panel



Semi Finalist Presentation





And the Winner is Abhinav Bhatia from Goa University

MBA course on Entrepreneurship

Christopher Fogg recently finished delivering an elective on Entrepreneurship to the MBA cohort at Goa University. The course was based around generating an idea for a business and preparing a Business Plan.

The course was made special by the presentations of 8 local entrepreneurs who gave their advice and told their 'story' of work as an entrepreneur. Some of the MBA students are considering taking their ideas to market when they finish the course. All of the students have been invited to join the Connect Goa Business Club (CGBC) so that Connect Goa can support them meet their entrepreneurial aspirations.

Local entrepreneurs who participated were:

| | | |
|-----------------|---|---------------------------------------|
| Nigel Cabral | - | Westcoast Shipyard |
| Mac Vaz | - | Madame Rosa |
| Govind Tiwari | - | United Breweries Ltd |
| Blaise Costabir | - | GMI-Zarhak Moulders Pvt. Ltd. |
| Haresh Melwani | - | H L Nathurmal |
| Sanjiv Nadkarni | - | First European Infotech India Pvt Ltd |
| Nilesh Nayak | - | Sapnagroup |

Crib Competition

Christopher Fogg had admired the cribs in Goa and was impressed by the entrepreneurial effort and social benefits. He had discovered that many successful entrepreneurs had built cribs when they were young. Connect Goa therefore organized a Pan South-Goa Crib Competition and was amazed to

receive 46 entries. The judging took place in early January and 3 winners and 5 runners up were delighted, and honoured to be awarded their prizes by Micky Pacheco.



Plans for 2010/2011

We are planning to open up the Business Plan Competition to more students; the plan is to run a "Business Ideas" Competition in October/November 2010. We will need to find a headline sponsor and sponsors for the prizes for the winning sectors. We will continue to develop our links with the Chamber to support their plans to open a Business Incubator and develop their network of volunteer mentors through their "Entrepreneur Forum".

Help Wanted!

Connect Goa will only work if it manages to follow the leads of Connects around the World and align itself with the Business, Government and Academic Community.

We need:

- Offers of Sponsorship for the Business Ideas Competition.
- Offers to become a Connect Goa "Champion" through our Volunteer Mentoring.
- Introductions to Entrepreneurs who would like to join the Connect Goa Business Club (CGBC).
- Offers of support to help run Connect Goa – Experienced Entrepreneurs, MBA Alumni that want to practice their skills.

I would like to thank all funders and Business Associations in Goa that have given so much support to the opening of Connect Goa – particularly George Fernandes of Blueline and Beryl Nassé of Business Co-ordinators.

Thank You!

Christopher Fogg

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