



## Press Release

**20<sup>th</sup> August 2018, Noida, India – Startupcenter** has launched its tailor made Workshops for Startups and SMEs. Startups eco system is ripe in India with many from all age groups plunging head on .Startupcenter has identified its Startup niche in “Mid Level stagnated and Mid Age crisis Corporate Executives who want to start their Startup with their domain/idea but do not know where and how to proceed, pivot /vet their business models, prepare a Business Plan, get Technology outsourcing help and even get access to Angel funding. Startupcenter faculty has as average experience of over 25 years in Serial Entrepreneurship, Technology, Business Plan, Digital Marketing and access to Angel Funding.

The tailor made workshops aimed at “First time Startup dream of Mid level/Mid age executives gives insights and help in all aspects and fine tunes their startup model

The other niche market targeted is Workshop for Home Office /Small Office on “How to grow your business using Digital Marketing “. SMEs ( Small Office /Home Office) is the largest unorganized corporate segment in India .Internet offers the same digital highway to them as anyone else .Yet they are not using it to their advantage in getting “Brand /Image visibility” or “Selling their Product /Services“ to their clients .Startupcenter Workshop highlights practical approach in using “Organic Approach” in using the Digital Media

Startupcenter is a consortium of Industry Veterans in the field of Technology, Finance, Sales & Marketing and Failed Startup Entrepreneurs some of them are Mentors in Startups Accelerators

Startupcenter targets the Management and Technology Institutes to mentor the budding Startups to take the right direction, they teach from their rich domain, industry and startup experience. Digital Marketing is a key tool for Startups who are cash starved and yet they need to tell their story, build brand, get customers. Startupcenter takes courses in all relevant field of Startups starting from Technology, strategy and digital marketing .Experts take courses in their relevant fields and some of the top startups are introduced to Angel Investors.

Courses are conducted on the Institute Campus at convenient hours of students so that their normal class timings are not disrupted

Contact to attend “Startup Fundamentals “ or “ Digital Marketing to grow your Business” workshops at

**Startup Center**

**308, Software Technology Parks of India**

**Ganga Shopping Complex**

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