

# NASSCOM®

## PRODUCT CONCLAVE & EXPO 2008

11-12 August, 2008  
Grand Ashok, Bangalore

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**LAST DATE FOR REGISTRATION 07 AUG 2008**

### KEY SPEAKERS

- Kiran Karnik
- Alok Mittal, Canaan Partners
- Bala Iyer, Reliance Retail
- Bharat Goenka, Tally
- Dr. Deepak B. Phatak, IIT Bombay
- Dr. Heinz Thielmann, EMPHASYS GmbH
- Ganesh Natarajan, Chairman, NASSCOM
- Rahul Matthan, Trilegal
- Sanjay Anandaram, Jumpstartup
- Sharad Sharma, Yahoo!
- Subash Menon, Subex
- Sudhir Sethi, IDG Ventures

Registration Type	Regular		Special Offer*	
	INR	USD	INR	USD
Members	5,500	140	11,000	275
Non Members	6,500	165	13,500	340
Startups	4,500	115	11,000	275

\*Registration + NASSCOM Product Business Study

For Registration and Bulk Participation Discount,  
Contact Bharti Kapur at 080-41151705 or mail: [bangalore@nasscom.in](mailto:bangalore@nasscom.in)

**NASSCOM Product Conclave and Expo 2008 is an exclusive platform for all players in the Indian Software Product Business Ecosystem to Cluster, Build and Nurture fruitful associations for the future**

### WORKSHOPS

#### IPR, Patents and Contracts

- IPR & Patents – Relevance, legal side of IPR and how does one monetize IP?
- Licensing, Contracts & Legal issues – Myths & Traps; The Good, Bad and Ugly of Contracts; Drafting Contracts and Licenses

#### Understanding Markets and Marketing

- Real Insights into Proven Go-to-Market and Scale-up Strategies for Global and Indian Markets

### INVESTOR MEET

#### Do you have a Business Plan you think will Succeed ?

Opportunity for Investing Community and Product Startups to interact One-on-One to explore prospectus business opportunities

For More Details Contact: [yathish@nasscom.in](mailto:yathish@nasscom.in)

**NASSCOM INDIA SOFTWARE PRODUCT BUSINESS STUDY- Product Business History, Landscape, Opportunity Assessment, Casestudies and Enablers for Growth**

### OTHER HIGHLIGHTS

- Key Emerging Opportunities for the Indian Software Product Industry
- Customer Speak: Customer Insights and Expectations
- Product Development to Product Management
- Showcase of Archetype Emerging Product Companies and their Seminal Contributions
- Funding Dilemmas: The Angel to VC to PE path
- Industry–Academia–Government Partnerships creating successful product businesses

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