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## ***Title of the Workshop : Entrepreneurship / Social Impact***

**Date of the workshop** – 16<sup>th</sup> April, 2019

**Venue** : Senior Library , Bal Bharati Public School , Noida

### **Workshop leaders**

- **Eugene Karlik** : He is a 2010 graduate of Cornell University with a BS in Industrial and Labor Relations, and a 2013 graduate of Harvard Law School with a JD. Presently he is an associate at Fenwick & West LLP, the world's leading tech and life sciences-focused law firm. At Fenwick, Eugene focuses on representing tech and life science startups in all stages of their lifecycle, from formation through venture capital investments and ultimate exit/IPO. Eugene also regularly represents venture capital investors and serial acquirers (i.e Amazon). Prior to his time with Fenwick, Eugene practiced law with Cleary Gottlieb Stern & Hamilton LLP, a leading international law firm, where he focused on complex international business transactions, with a particular emphasis on Mergers and Acquisitions.

Eugene has been closely involved in the startup scene in the US for over a decade. Beginning in 2012, Eugene designed and led a series of international negotiations workshops hosted at Jindal, Renmin University in Beijing and UKM Malaysia.

- **Carrie Bronsther**

**Carrie Bronsther** is a 2010 graduate of Cornell University, with a BA in government, *magna cum laude*, and a 2016 graduate of Columbia University's School of International and Public Affairs, with a Master of Public Administration.

Most recently, Carrie was Assistant Vice President of Creative and Applied Tech Initiatives at the New York City Economic Development Corporation, where she focused on developing public-private partnerships to drive innovation and entrepreneurship in New York City. Prior to that, Carrie worked at Columbia, Harvard and Cornell Medical Schools in a variety of roles.

In 2010-2011, Carrie was a Fulbright Scholar in India.

**Attended by:** Class XI and XII Commerce Stream

**Organizer:** Bal Bharati Public School, Noida

*“Because, you know, resilience – if you think of it in terms of the Gold Rush, then you’d be pretty depressed right now because the last nugget of gold would be gone. But the good thing is, with innovation, there isn’t a last nugget. Every new thing creates two new questions and two new opportunities.” - Jeff Bezos, CEO, Amazon*

The workshop began with an introduction of what entrepreneurship is and how it's the need of the hour for India in the matter of employment. Afterwards, the focus narrowed down to two important 21st century skills- negotiation and communication. The students were made to understand the nuances of these skills through a game which divided them into 12 groups of six players each.

The scenario of the game was as follows :

Alba and Batia are two unfriendly oil producing nations that sell a significant amount of their production to nearby Capita. Anti-dumping agreements and Capita’s alternate supply options limit Alba and Batia to prices per barrel of \$10, \$20, and \$30. Each country’s monthly profit can vary from \$2 to \$18 million per month, depending on the two country’s relative prices and consequent Pricing Board of Alba or Batia. They are instructed that maximizing their own country’s profits is their sole objective.

Each team of students acted as the Ministry of Oil Exports for their country, and had to work on the maximization of profits by selling oil. Two teams, Alba and Batia, were pitted against each other to set the price of the oil. The key features of this game was that a set amount of time was given to negotiate once in the middle of the game, and the teams were not allowed to communicate verbally or gesturally outside of the negotiation.

The workshop introduced an element of action by allowing the students to be proactive and competitive through the game. It taught them that negotiation and communication are skills that are essential in both professional as well as personal settings. However, the main takeaway, and arguably the most important, was the importance of Ethics; how being an ethical worker builds mutual trust, which allows good relationships to grow, flourish, and strengthen over time. Ethics are arbitrary for an Entrepreneur, so that he may sail his Ship

when the seas are rough. The exercise also presented rich opportunities to observe, analyze, and critique intra-group dynamics and decision making .

## ***Glimpses of the Workshop***



**Submitted By :**

Ms. Rani Vaid ( Convenor of the Workshop )

Ms. Ruby Singh PGT ( Accountancy )