Post Conduction Report
E-Summit'22

E-Summit being the flagship event of Entrepreneurship Cell, IIT Kanpur is held annually to bring together the academic community, venture capitalists, new-age entrepreneurs, and all those passionate about entrepreneurship to common ground. It provides an avenue to exhibit entrepreneurial talent and creativity through many events like business ventures, product design competitions, and social entrepreneurial idea competitions.
E-Summit'22 was organized from **13th January 2023 to 15th January 2023.**

Participation

This year's summit witnessed participation of 600 odd students from various colleges across the nation. We have also had registrations from 250 plus start-ups coming here to compete for 7 events. Apart from this we had 10 speaker sessions involving around 30 speakers, registering one of the maximum number of speakers since the dawn of E-Summit, and 4 workshops which are based on techno-entrepreneurial genres and will prove to equip one with necessary skills to build and scale an idea to startup. Our speaker line-up had 31 speakers as mentioned, consisting of all ranges of entrepreneurs, venture capitalists and corporate leaders which would help to establish a better connection and offer guidance to the cell for making a better entrepreneurial ecosystem in the campus. All of this combined with some initiatives have made it one of the largest entrepreneurial events in IIT Kanpur till date.

Theme: Renaissance and Rise

The Renaissance, a french word meaning "re-birth", was a time of transition from the ancient world to the modern. It was primarily an intellectual and cultural movement rather than a historical period which brought innovation to various fields, spanning from the social to the political until the artistic. It is easy to find the links between renaissance and the new movement of entrepreneurship happening in the highly technological society of nowadays. The word 'entrepreneur' is derived from the French word 'entreprendre'. It means 'to undertake'. Thus, an entrepreneur is the person who undertakes the risk.

The Renaissance of Entrepreneurship is the "re-birth" that brought innovation to the entrepreneurial spirit which is emerging in the highly technological society that we live in today. With such rapid change, an entrepreneurial spirit is required to harness new opportunities and create new innovations which fundamentally alter the course of humankind and drive the world forward toward positive ends. This effort to revive and surpass ideas and achievements of classical antiquity is what signifies the rise of innovation through the **renaissance of entrepreneurship.**

Initiatives

E-Summit this year was conducted after two years of conducting online events. To set a benchmark for the kind of entrepreneurial activities that are required in IIT Kanpur, E-Summit'22 was conducted on a much larger scale. The existing events and programs of E-Summit were upscaled, with greater prize money for participants and added incentives for the startups in the registered startup space of the country, providing each participating startup with more than INR 2000000 of incentives including AWS Credits, GitHub Enterprise, Deskera Credits, Freshworks Credits as well as Incubation Opportunities at the IIT Kanpur Incubators (SIIC, C3iHub) worth INR 2000000 as well.

Keeping a focus on the vision of E-Cell, to spread the entrepreneurial spirit amongst the IIT Kanpur student community, IIT Kanpur startups were given 6 months long mentorship as a part of Bootcamp, and then direct entry into UpStart Finale. To provide the student community at IIT Kanpur, an open view of the kind of startup ecosystem that has been developing in India, and a chance to interact with startup founders, both early stage and established founders, various initiatives were introduced, including Startup Expo, Networking Dinner and Campus Connect.

1. **Outreach :**
❖ **UpStart Nationals :** This year, we were able to expand the outreach of UpStart, the brand competition, and one of the biggest business plan competition of India, by conducting a preliminary round in Delhi, at Outreach Centre IIT Kanpur, Noida on 10th December, 2022 & Bengaluru, at Cowrks on 4th December, 2022 and Hyderabad, T-Hub on 4th December, 2022. Over 100 startups participated in the three events. Venture Capital firms including Sequoia Capital, Indian Angel Network, Chiratae Ventures,

Ankur Capital, Dexter Capital, 3one4 Capital, Blume Ventures, Rebright Partners, Accel etc. were partnered with for UpStart this year, providing an amazing fundraising and mentorship opportunities for various startups including those of IIT Kanpur alumni.

❖ **Pre-Summit Events :** As a promotional activity for E-Summit'22, a series of pre-summit events was conducted at various locations in which about 5000 students participated. Speakers like Neeraj Sinha (Founder Finurja), Nikhil Agarwal (CEO - SIIC), Mr. Neelabh Shrivastav (program manager at SIIC), etc were some of the delegates who gave a keynote speech at some of these locations. These sessions were a huge success and were lauded by the audience. The offline event was conducted at 6 different colleges namely, USAR Delhi, ABES Engineering College, GITM Lucknow, IIM Lucknow, HBTU Kanpur and AITH Kanpur. One online event was also conducted at IMS Ghaziabad.

2. **Campus Initiatives :**

❖ **Startup Expo:** Startup Expo was a startups exhibition event, welcoming all the top-notch Startups, Investors, Speakers, Organizations and attendees from all over India. The event provided an amazing platform for startups to showcase their innovative products with the rest of the people thereby connecting them to an amazing community to help propel their growth. Around 40 startups showcased their startups in the startup expo this year. One of the startups, Bolty Electric had their product launch at Startup Expo, witnessing an audience of over 500. All the startups got an opportunity to meet the investors, industrialists, mentors, alumni and academic professionals who had come for the event. The Expo witnessed a huge participation from the student community as well as the academic community of IIT Kanpur.

❖ **Networking Dinner:** Networking Dinner was organized on Day-2 evening at Community Centre Type 2. It was a grand event witnessing all the dignitaries of E-Summit'22 along with the nearly 50 startup founders from UpStart, Startup Expo and IIT Kanpur Community, who gathered together for informal discussions and networking followed by dinner. The major purpose of this event was to give all the startups and IIT Kanpur Entrepreneurial Community a chance to build up strong connections and get exposure to the entrepreneurial world.

❖ **Competitions**: Four new competitions namely Sell your sole, 3!2!1! Pitch, Be an angel, Crypto craze were introduced in this E-Summit which aimed to provide participants with an opportunity to enhance their entrepreneurial and business skills.

❖ **Campus Connect:** To foster the entrepreneurial spirit among the campus junta, we launched a program to connect the campus to the alumni and investors participating in the summit. This unique opportunity serves to provide insights to the campus junta into the entrepreneurial world and give an impetus to growth in entrepreneurial mindset.

Competitions

All six competitions were executed well and witnessed huge participation from students.

- **Sell your Sole:**
  The participants will have put themselves in the shoes of a Chief Marketing Officer (CMO) and present a marketing campaign strategy. They will be given a pair of shoes from an existing brand with constraints like specified market region and a budget to make the best campaign strategy for your company.

- **Be An Angel:**
  Pitching your idea to a group of investors is incredibly nerve-wracking. The never-ending dilemma of whether investors like your idea or not, whether they're going to fund you or not always goes hand-in-hand with the entrepreneurial zeal. To understand the perspective of the person sitting on the other side of the table, Be an Angel yourself.Participants would play the role of an Angel Investor, who has $5Mn to invest in the startups presenting. Assess the investment opportunities and pitch an investment strategy to the VC judges.

- **Decrypt:**
  The good old case study competition, Decrypt, is all about reading the situation, solving problems and taking decisions – sometimes obvious and sometimes challenging. The participants will have to evoke their entrepreneurial senses with some challenging cases to crack.

- **Crypto Craze**:
Cryptocraze is for cryptocurrency enthusiast. A virtual crypto trading competition where participants need to bid for stocks with the virtual money provided to them. They will use this platform as a medium to showcase their trading abilities and leverage their market insights to make informed investment decisions.

- **3! 2! 1! Pitch:**
A quick pitch competition where participants will have 3 Minutes to pitch 1 innovative idea using their creativity and persuasiveness, without a PowerPoint presentation. A panel of judges will evaluate your concept on out-of-the-box thinking and communication skills.

- **UpStart Campus**
This competition will let students pitch their ideas to our elaborate panel, who will further help them enhance it by their pivotal feedback. For the competition, participants will develop a pitch for your idea and present it to entrepreneurs and investors. This competition is a fantastic opportunity to develop ideas, make new business connections, understand how both sides of a pitch work, and learn while having fun.

The following dignitaries joined as a guest for E-Summit'22:

NAME	DESIGNATION
Shri BVR Mohan Reddy	Chairman & Board Member Cyient
Ashneer Grover	Founder BharatPe
Sanjiv Rangrass	Independent Director ZetwerK
Dhruvam Thaker	Founder The SMART Taxi
Satanik Roy	Founder HyperXchange

Jivraj Singh Sachar	Founder Indian Silicon Valley
Pratham Mittal	Founder Masters' Union
Shweta Bajpai	Vertical Head India Meta
Ashish Sinha	Founder NextBigWhat
Nishant Chandra	Founder Newton School
Ravi Purohit	MD Colortokens
Vishal Aman	VP Investments Ankur Capital
Vidushi Jain	Founder Attrangi
Divya Gandotra Tandon	Director Scoop Beats
Harsh Pamnani	Employer Branding, Icertis
Nihar Acharya	Investment Banker, Dexter Capital Advisors
Kriti Gupta	Investor Sequoia Capital
Sudeep Choudhari	Head India Blockchain, NPCI
Jayprasad Hegde	Head of Data Science, NPCI
Ankit Gupta	Vice President YES Bank
Naman M. Aggarwal	Ex-Omidyar Network
Bhavna Gupta	Client Solutions Manager Facebook
Mukul Verma	CTO Trential
Srijan R Shetty	Co-founder FUZE
Shubham Chouhan	Infotech

Mukesh Gupta	Senior UX Researcher Leadsquared

Workshops:

Title	Conducted by
Deep Dive into UI/UX	The Product Folks
Network Makes Your Net-Worth	FUZE
Ad-venture	Meta
Mint your first NFT	InfotechHUB

Event Schedule: *<Click here>*

Finances:

INCOME:

Company	Amount	Status
NPCI	1200000	Received
WB	1000000	Received
Yes Bank	400000	50% Received
Commenda	250000	Pending
SBI	200000	Received
Lohia	75000	Pending
IMS	50000	Received
LIC	20000	Pending
SIIC	50000	Received
InfoTechHub	50000	Received
Registrations	132000	Received
C3iHub	100000	Received
Gymkhana Grant	400000	
GST/TDS	-353542.38	
Total	3573457.62	

EXPENDITURE:

Particular	Amount
Beddings	134710
Printing	695880
Expo + Tentage	1000000
VH and Internal Bookings	252500
Participant Acco	90000
Prize Money	463500
Taxi and flights	290000
Videography	50000
Networking Dinner	237000
Outside campus stay	27000
Lighting	50000
Walkie Talkie	18000
Miscellaneous	150000
Total	**3458590**

PRIZE MONEY:

UpStart				
Startup	**1st**	**2nd**		**Total**
Overall	200000	75000		275000
Deep Tech	100000			100000
			TOTAL	375000
Competitions				
Sell Your Sole	15000	10000		25000
Decrypt	10000	7500		17500
Be An Angel	10000	7500		17500
321 Pitch	7500	5000		12500
Crypto Craze	5000	3000		8000
UpStart Campus	5000	3000		8000
			TOTAL	88500
			SUM TOTAL	**463500**

Accommodation:

- Hall 6,5,2,3,12 common rooms
- Hall 4,7,8 hostel rooms
- Hall 5 guest room

Internal Bookings:

- Auditorium
- Visitors Hostel
- Community Centre Type 2,
- L-16,17,18,19
- L20 ground
- CC2 ground

Special Task Force :

The special task force comprised of:

- Rohit Kejriwal (President, Students' Gymkhana)
- Sanidhya Rathore (Chairperson, Students' Gymkhana)
- Avinash Bansal (Convener, CAC Students' Gymkhana)
- Khushboo Sachdeva (Ex-Core Team, E-Cell)
- Kratik Agrawal (Ex-Core Team, E-Cell)
- Tanmay Gupta (Ex-Core Team, E-Cell)
- Meet Saiya (Ex-Core Team, E-Cell)

NOTE: The deficit amount of INR 100000/- has been paid off for this year by E-Cell IIT Kanpur