

## Post Conduction Report - E-Summit'21

E-Summit 21- Tenets of Tenacity was the 10th edition of the annual flagship entrepreneurial event of IIT Kanpur organized by Entrepreneurship Cell, IIT Kanpur (E-Cell, IIT Kanpur). The event was 3 day long from **21st- 23rd January** and was graced by the presence of 35+ speakers, 250+ startups and 2000+ participants.

The Inaugural day kicked off with addresses by Prof. Karandikar (Director, IIT Kanpur) , Prof. Siddhartha Panda (Dean of Student Affairs, IITK) and Prof. Bandyopadhyay (Faculty Advisor, E-Cell IIT Kanpur) followed by Keynote Address by **Mr. Srikanth Gopalakrishnan (CIO for Legal, HR and Communications, Deutsche Bank)**, Keynote Address by **Mr. Srikant Gokhale (CEO-Retail, LANDMARK Group)** and Fireside Chat with Mavericks **Mr. Manu Rekhi (MD, Inventus Capital Partners) & Mr. Jayesh Parekh (Co-Founder, Sony Entertainment Television)**.

Also, the event consisted of 5 workshops in line with the state of the art technologies and evolving business industry conducted by various famous companies like **Deutsche Bank, ZOHO**, etc. Further to cater to the budding entrepreneurship enthusiasts, we conducted 6 different competitions - Stock the Stock, Decrypt, Pitch Prime, Pitchers 2.0 ,BizQuiz.

**Upstart** being the flagship Business Model Pitching competition, it consisted of 4 different tracks- **Healthtech, Cyber security, Fintech and UpstartBiz**. Startups from all over the country participated in Upstart and pitched their ideas. Four of the startups were offered incubation and many of them got a chance to connect with the investors. Upstart was successfully conducted in a fresh format catering to the online shift of the event and hence scaled up to a national level.

### ***Theme - Tenets of Tenacity- The 10th edition:***

‘When you get to the end of your rope, tie a knot and hang on.’ - Franklin Roosevelt The life of an entrepreneur is challenging. Amidst extreme chaos and competition, it is often tenacity and not talent that rules the day. A tenacious person is someone who never gives up, who never accepts no for an answer, and thus it is the most important characteristic of any entrepreneur. All successful people possess a set of tenets which drives them to think out-of-the-box, take the road less traveled and eventually change the world. This being the 10th edition of E-Summit, we aimed to bring together and celebrate the risk-takers, hear their revolutionary ideas and get inspired by their tenaciousness.

### ***Participation:***

This year’s summit witnessed the participation of **1000+ students** from various colleges across the nation. We have also had registrations from **400+ plus start-ups** to compete for seven events. Apart from this, we had twelve-speaker sessions involving around **35 speakers**, registering the maximum number of speakers since the dawn of E-Summit, and five workshops which were 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 consisted of entrepreneurs from various fields, backgrounds and domains. We also had alumni of IIT Kanpur among the speakers who have ventured out, which would help to establish a better connection between alumni and Campus students and offer guidance to the Cell as well for making a better entrepreneurial ecosystem in the campus. All of this, combined with some initiatives of our own, made it one of the most significant entrepreneurial events in IIT Kanpur till date.

## Competitions:

### ***Stock the Stock:***

Auctions and stock trading are the usual encounters for any business. Moreover the acumen To spend and invest capital wisely is an essential skill for a business person. STS is a live stock trading competition where the bright minds compete against each other to design the most marketable portfolio from the rendered stocks through excessive bidding. This year the competition was being organized online on **Dalal Street**, which elevated the trading skills because of the real time market fluctuations as well as increase. Due to the online nature of the competition, we got a massive response from the campus community with over **300+ people** competing with each other.

### ***Pitch Prime:***

Since the premier motive of E-Cell is to provide a larger platform to the campus entrepreneurs, this is a competition which solely aimed to bring out the ideators and innovators from the student community who need that one small opinion on their pitch, that one small correction to their approach and that golden interaction with a person having a broader perspective to make the idea play big. The event mainly focused on the half-baked ideas waiting to be cooked in the campus minds.

### ***Pitchers 2.0:***

This competition aimed to provide participants with an opportunity to enhance their entrepreneurial and business skills. A brief description is as follows: Choose a product from the list, make a comprehensive business model, and pitch in front of the panel of judges from the industry. The idea behind this is to expose the campus students to scaling up an idea to a fully-fledged corporation. The competition saw over **50+ pitches** for the selected product of their choice.

### ***Decrypt:***

Participants showcased their spontaneity and tackled mind-bending scenarios. It is a perfect case study competition to put one's analytical and strategy skills to the test. Brainstorming, research, problem-solving, data analysis are integral components of Decrypt. The competition got over **100+ cases** in submission from the campus community.

### ***Business Quiz:***

The Biz-Tech quiz aimed to provide participants with an opportunity to exercise their gray cells and to showcase their knowledge about the world of companies and startups. Biz Quiz is a cliff-hanger event of E-Summit where participants deal with the real virtuoso and nimble minds with a passion for the business world. BizQuiz offers a great chance to widen knowledge regarding startups and a massive opportunity for Quiz enthusiasts to win Prizes. This year we got a participation of more than **200 students** in the competition.

### ***Treasure Hunt:***

A new addition to E-Summit, this entrepreneurial treasure hunt made participants rack their brains, think hard and take them on a wild and exciting chase and hunt the treasures through their entrepreneurial knowledge. The participants were asked to solve the given clues within the time limit while explaining their answers and the fastest hunter was to be declared the winner. The event was themed on the famous infinity stones and we received a participation of more than **200 people** in this new competition. But finally, the competition had to be scrapped due to logistical issues while using Instagram as a platform and cheating amongst the participants.

### ***Upstart:***

Upstart, a dream event curated specifically for budding startups. This event stands out from the conventional Start-up Competition and 10-minute pitchin we at Upstart, strive to give our participants more than the prize, we are all about the experience. The participating start-up teams undergo multiple screening cycles comprising brainstorming sessions at

varying levels and one-to-one mentoring. Finalists get to work on their ideas and hone their business proposals with a panel of mentors.

This year, Upstart consisted of 4 different tracks- **Healthtech, Cyber security, Fintech and Biz**. Startups from all over the country participated in Upstart and pitched their ideas. Four of the startups were offered incubation and many of them got a chance to connect with the investors. **400+ startups** participated in this annual business model event and the Fintech Track of the event was sponsored by **Deutsche Bank**.

#### Talk Sessions:

<b>Corporate Canvas</b>	<b>Ace The Pitch!</b>	<b>Unicorns - Not So Imaginary Anymore</b>	<b>Technopreneurs</b>
<b>RnD &amp; Entrepreneurship</b>	<b>Fireside Chat: The Bitcoin Blockchain</b>	<b>The VC Meeting Guide: What do VCs expect?</b>	<b>Steering Digital Revolution in Education</b>
<b>Keynote Address by Mr. Srikanth Gopalakrishnan</b>	<b>Keynote Address by Mr. Srikant Gokhale</b>	<b>Fireside Chat with Mavericks</b>	<b>Breaking Stereotypes: Women Leading From The Front</b>

#### Eminent Speakers:

<b>Name of the Speaker</b>	<b>Designation</b>	<b>Session</b>
<b>1. Srikanth Gopalakrishnan</b>	CIO, Legal, HR & Communications, Deutsche Bank	Keynote Address

<b>2.Srikant Gokhale</b>	CEO, Landmark Group	Keynote Address
<b>3.Manu Rekhi</b>	Partner and MD , Inventus Capital Partners	Fireside Chat with Mavericks
<b>4.Jayesh Parekh</b>	Co-Founder, Sony Entertainment	Fireside Chat with Mavericks
<b>5.Prof. Abhishek</b>	Co-Founder and Director, EndureAir System	RnD & Entrepreneurship
<b>6. Tanmay Yadav</b>	Co-Founder, CRUBN	RnD & Entrepreneurship
<b>7.Manpreet Bhuie</b>	Vice President, Deutsche Bank	Fireside Chat: The Bitcoin Blockchain
<b>8.Suchishree Chatterjee</b>	Head ,India Technology Centre & CIO for RFT Global, Deutsche Bank	Breaking Stereotypes: Women Leading From The Front
<b>9.Saket Modi</b>	Co-founder and CEO , Safe Security	Technopreneurs
<b>10.Ninad Karpe</b>	Partner, 100X.VC	Panel Discussion - The VC Meeting Guide : What do VCs expect?
<b>11.Tamanna Singh</b>	Founder and Managing Director , UberLux	Breaking Stereotypes: Women Leading From The Front
<b>12.Tapan Singhel</b>	MD & CEO, Bajaj Allianz General Insurance	Corporate Canvas
<b>13.Amit Kumar Agarwal</b>	Founder & CEO, NoBroker	Ace The Pitch!
<b>14.Sandeep Jain</b>	Founder and CEO , GeeksforGeeks	Panel Discussion - Steering Digital Revolution in Education

<b>15. Jay Vikram Bakshi</b>	President and Founder, Digiqom Solutions	Panel Discussion - The VC Meeting Guide : What do VCs expect?
<b>16. Anil Joshi</b>	Founder and Managing Partner , Unicorn India Ventures	Panel Discussion - The VC Meeting Guide : What do VCs expect?
<b>17. Alok Bansal</b>	Whole-time Director & CFO, PolicyBazaar	Ace The Pitch!
<b>18. Rishit Desai</b>	Principal , WestBridge Capital	Panel Discussion - The VC Meeting Guide : What do VCs expect?
<b>19. Mahesh Ramachandran</b>	General Partner, Pontac	Panel Discussion - The VC Meeting Guide : What do VCs expect?
<b>20. Ranjith Mukundan</b>	Founder , Stellapps	Technopreneurs
<b>21. Vipin Pathak</b>	Co-founder and CEO, Care24	Ace The Pitch!
<b>22. Mukul Verma</b>	Co-Founder, CRUBN	Technopreneurs
<b>23. Niranjana Gupta</b>	CFO, Hero motocorp limited	Corporate Canvas
<b>24. Amar Nagaram</b>	Ex-CEO, Myntra	Corporate Canvas
<b>25. Priya Prakash</b>	Founder & CEO, HealthSetGo	Breaking Stereotypes: Women Leading From The Front
<b>26. Harishankaran K</b>	Co-founder, HackerRank	Panel Discussion - Steering Digital Revolution in Education
<b>27. Umakant Soni</b>	Co-founder & CEO, ARTPARK	Panel Discussion -

		Steering Digital Revolution in Education
<b>28. Mihil Innani</b>	Co-Founder, Pharmeasy	Unicorns - Not So Imaginary Anymore
<b>29. Vasant Sridhar</b>	Cofounder & CSO, OfBusiness	Unicorns - Not So Imaginary Anymore
<b>30. Vishal Chaudhary</b>	Co-Founder, Zetwork	Unicorns - Not So Imaginary Anymore
<b>31. Jivraj Singh Sachar</b>	Venture Operations, Angellist India and Indian Silicon Valley	Fireside Chat: The Bitcoin Blockchain
<b>32. Shutapa Paul</b>	Founder-Editor, NewCrop, Founder, Dharma Media Consultants	Ace The Pitch!
<b>33. Prof. Amitabha Bandyopadhyay</b>	KENT Entrepreneurship & Innovation Chair Professor, IIT Kanpur	RnD & Entrepreneurship

## Workshops:

### 1. *Step Up Your App-Building Game with Low-code:*

This workshop was intended for an audience who wanted to build business applications, but lacked the expertise to code. During this session people learnt how 14,000+ companies across industries benefit from custom solutions and create ERP-like solutions without in-depth coding knowledge.

### 2. *Financial Benchmarks and Indices*

The workshop provided introduction, construction and characteristics of Financial indices and benchmarks and covered the building blocks, basic rules and some calculations for indices. This workshop was conducted by Deutsche Bank and witnessed participation of more than 200 people.

### **3. Network with a Purpose**

The session helped the participants understand the common barriers to networking, a simple approach they can follow in establishing contact with different types of networks. Also, a tool that can be used in building meaningful networks in meeting their objectives.

### **4. Low-code: The Future of App Development**

This workshop helped participants to build powerful web and mobile applications from scratch, automate custom processes and streamline data management using multi-experience application builders and optimize your business workflows with the help of easy-to-build automation while tracking KPIs and gaining actionable insights using dashboards.

### **5. Maximizing Clicks for Display Advertising? An Approach Using Reinforcement Learning**

As firms aspire and compete to be fully digital with a limited marketing budget and deadlines to realize the tangible impact, shifting from conventional test and target strategy to the next-gen approach is imperative. This session proposed state-of-the-art techniques and presented their applications in Digital marketing campaigns.

<b>Name of the Workshop</b>	<b>Conducted By</b>
1. Step Up Your App-Building Game with Low-code	<b>ZOHO Creator</b>
2. Financial Benchmarks and Indices	<b>Deutsche Bank</b>
3. Network with a Purpose	<b>Capgemini</b>
4. Digital Marketing through Reinforcement Learning.	<b>yourFirstAd</b>
5. Low-code: The Future of App Development	<b>ZOHO Creator</b>

## Finances:

### Upstart Prize Money-

Track	Amount	Distribution
Upstart Fintech Track	5,00,000	1st - 3,00,000 2nd - 2,00,000
Upstart Cybersecurity Track	20,000	1st - 20,000
Upstart Health-Care Track	40,000	1st - 40,000
Upstart Biz	60,000	1st - 40,000 2nd - 20,000
For IITK Startups	30,000	1st - 20,000 2nd - 10,000
<b>Total</b>	<b>6,50,000</b>	

### Income-

Source	Amount	Status
T-Shirts sales	35,000	Received
Deutsche Bank	5,88,000	Received
Westbridge Capital	8,00,000	Received
Senate Grant	1,60,000	-----
<b>Total</b>	<b>15,83,000</b>	

### Total Prize Money-

Competition	Prize Money	Distribution
Upstart	6,50,000	
Biz-quiz	25,000	1st - 9,500 2nd - 8,500 3rd - 7,000
Decrypt	15,000	1st - 7,500 2nd - 4,500 3rd - 3,000
Pitch Prime	10,000	1st - 5,000 2nd - 3,000 3rd - 2,000
Pitchers 2.0	5,000	1st - 5,000
Stock The Stock	20,000	1st - 9,000 2nd - 7,000 3rd - 4,000
<b>Total</b>	<b>7,25,000</b>	

### Expenditure-

Item	Amount
Prize Money	<b>7,25,000</b>
T-Shirt payment	<b>89,300</b>
Media and Publicity	<b>44,380</b>
Domain, Platform charges and Paid Promotions	<b>8,000</b>
Metal Id Cards	<b>15,430</b>
Miscellaneous	<b>10,000</b>
<b>Total</b>	<b>8,92,110</b>

