

POST-CONDUCTION REPORT

Presented by - Snehil Patel & Vedant Goenka

Introduction

IIT Kanpur has always believed and practiced the philosophy of inculcating complete education including personality and leadership development among the youngsters. As part of this culture, the Entrepreneurship Cell of IIT Kanpur has been organizing various events to inculcate and nurture the entrepreneurship streak among the students. eSummit is the flagship entrepreneurial event hosted by E-Cell, IIT Kanpur to train the young minds of enthusiastic students to explore their skills and emerge as Smart Leaders.

With the vision to reach out to the maximum audience, we organize competitions, talks, panel discussion and workshops relating to people at any stage - be it ideation, development or operations. Our reach extends to more than 120 colleges including IITs, IIMs, NITs and so on.

THEME: **READY, STEADY, START-UP!**

Over the years we have seen so many revolutions taking place. The industrial revolution, invention of electricity, and more recently, computers and smartphones!

Now is the time for one more such idea – Build something which solves any day-to-day problem or which makes our lives easier, or in other words, start-up! All the omens are in favour of starting-up in today's India. This may sound a bit philosophical, but it's true. The culture and spirit of entrepreneurship is spreading like a forest fire, good ideas are getting funded easily, there are a lot of people to and take guidance from, government is supporting, and the list can go on and on.

Some people say that they'll start-up after some time and they have plenty of reasons for it. Obviously, it's not like now or never. But in our opinion, if a person really has an idea, and he is not starting-up just due to the fear of failing or giving it a shot only after he's saved enough for his future, he'll really regret his decision after a few years. If not you, then someone else will do it. This is the time!

So, in this eSummit, our main focus was to give start-ups from our neighbouring cities the exposure they don't get. Our aim is to get all of them under one roof for a couple of days and give them that healthy entrepreneurial environment. Together, we can do things that'll last longer than our own lives.

Core Team

NAME	POSITION
Snehil Patel	Overall Co-ordinator
Vedant Goenka	Overall Co-ordinator
Ankur Gupta	Head, Events
Ishita Ankit	Head, Events
Kumarmanas Nethil	Head, Events
Kanupriya Agarwal	Head, Corporate Relations
Shubham Shukla	Head, Finance and Logistics
Nikhil Asati	Head, Marketing
Devin Haria	Head, Media and Publicity
Saarthak Jajoria	Head, Design
Yash Choudhary	Head, Web
Yash Laddha	Head, Campus
Ankush Dixit	Head, SIP

PRE-SUMMIT EVENT

With the aim of promoting a healthy start-up environment in Tier-II Cities, E-Cell organized its pre-Summit event in association with Bootstrap Weekend in the Nawabi city of Lucknow on the 19th of July. The guest speaker at this event was Mr. Alok Soni, Senior Editor, YourStory.

The event was a huge success with more than 50 entrepreneurs of Lucknow in attendance at the event. The efforts of E-Cell, IIT Kanpur to raise the start-up ecosystem in the region were very well lauded and we got to create valuable long-lasting contacts.

HOSPITALITY

eSummit '15 hosted 127 outside participants this time from colleges around the country. The registration charge for the Summit was ₹800 per head for outstation participants and ₹200 otherwise for participants from local colleges. The 107 students taking accommodation were distributed as follows:

- 67 boys in Hall 2 Common Rooms (TV Room and TT Room)
- 21 boys in Type-I Quarters
- 19 girls in GH-Tower (Hall 6)

The messing of participants was arranged in Hall 2 and Hall 6 messes respectively.

COMPETITIONS

The competitions were designed keeping in mind the different skillsets of the participants involved. "Upstart" was designed to cater to the full blown entrepreneurs who already had a start-up in operation. Those who had an MVP (Minimum viable product) ready could compete in "Pitch Ur Product". Another competition "SoCha" was conducted as the social counterpart of Pitch Ur Product. And for those who just had an idea, we had them validated against a crowd in "Crowd-ed". It also took care of the wanna-be start-up investors.

While these competitions served to the entrepreneurial minds another competition named "Decrypt" was designed for students who had a knack for solving case studies. The following paragraphs mention about these competitions in a more detailed manner:

1. **Upstart** - An event that catered to the start-ups of Kanpur and other tier II cities, Upstart - our highlight - stands apart from conventional Start-up competitions and 10-minute pitches; we strive to give our participants more than just the prize. 6 start-ups were selected for the final round of Upstart which was held in the Campus. Each start-up was assigned a mentor and given the opportunity to develop their ideas and hone their business plans in subsequent brainstorming sessions with the mentor. The final pitch was then judged by this panel of mentors.

Prizes for the competition included: pitching call to Nexus Venture Partners, direct entry to Accelerator program of BW |Accelerate, direct entry to Accelerator program of Excubator and incubation at SIDBI, IIT Kanpur along with a cash prize of INR 50,000.

2. **SoCha** - SoCha, or Social Challenge, is a competition aimed at directing entrepreneurial minds towards the social problems that plague society today, and encourage them to provide a viable and sustainable solution for it. It is not just about the profits, but rather about the social impact their idea can have.

The event saw 14 teams in the final round fighting it out for cash prizes amounting to a total of INR 20,000 and a chance to get incubated by Villgro.

3. **Pitch Ur Product** - Pitch Ur Product was organized with the aim to provide participants with an opportunity to present their innovation or innovative idea (e.g. summer project or any other such research work) wrapped up as a potential working start-up in future. This event examined the ability of the participants to evaluate the market, the customer needs and their distribution strategy for a product they had already prototyped.

With a total cash prize of INR 25,000 the event saw 10 teams being shortlisted for the final round.

4. **Decrypt** - Decrypt is the case study competition wherein you are given a start-up case/crisis and you step into the shoes of a founding member to present and defend your solution.

Cash prizes amounting to a total of INR 50,000 were awarded to 4 teams who were shortlisted from more than 200 registrations from both the online and the offline rounds of the event.

5. **Crowd-ed** - Crowd-ed, or Crowd-Funded, is a crowd funding competition for creative projects and ideas. It is platform where project creators, start-ups and individuals pitch their ideas to the toughest panel on the planet, a crowd.

If holding the fate of the winners in their hands wasn't enough, attendees in the crowd are rewarded in other ways as well. The top 5 investors in the winning idea received back the amount they invested.

The winning pitch received a cash prize of INR 17,500 while the top five investors in the winning pitch walked away with INR 500 each.

WORKSHOPS

Stage 1	From Idea to Execution
Stage 2	Business Model Canvas

Stage 3	How to Get your First Customers
Stage 4	Storytelling for Leaders

1. **From Idea to Execution** - This workshop, organised for non-IITK students on 29th August, giving a clear insight into the world of Start-ups and Entrepreneurs and encouraged the participants to look at entrepreneurship as a career option. Every aspect from Idea to Execution in a start-up was covered. The workshop was attended by 70 students.

Speaker: Ravi Ranjan - Manager, Start-up Warehouse Kolkata is an "Intrapreneur" and Entrepreneurship evangelist. He is currently managing Start-up Warehouse Kolkata, which is part of www.10000startups.com and funded by Govt. Of West Bengal. Ravi has over 8 years of experience spanning diverse sectors as such Entrepreneurship, Angel Investment, Venture Capital, Private Equity, Early stage companies, Deal Flow Management, Business Incubator, Operations, Events and Media Across Geographies.

2. **Business Model Canvas** - The Business Model Canvas was a strategic management and entrepreneurial workshop for business model innovation, organised on 30th August in association with Villgro. It helped participants learn how to decide whether the benefits of an option outweigh the risk factor giving them a holistic view of business. An encouraging response was received from the participants due to its informativeness and utility. The workshop had 40 students in attendance.

Speaker: Sudhanshu Malani has over four years of experience working in both private and non-profit sectors. He was a fellow with Teach for India in Pune where he taught Math and Science to grade 4 kids. Prior to his fellowship he worked with TATA Motors and handled after-sales management of commercial vehicles. At Villgro, Sudhanshu is working with incubation team and looking at education portfolio companies.

3. **How to Get your First Customers** - This interactive workshop on 30th August, demystified the start-up selling process and taught students how to sell ideas and build organizations. Early stage entrepreneurs who have great ideas & products but do not come from a formal sales background, learnt how to shorten their sales cycle. The workshop was attended by 35 students.

Speaker: Balaji Chakravarthi has 20 years of IT selling experience in start-ups, first customer acquisition and also in setting up large Sales teams from scratch. Balaji is the Founder of ScoVelo.com, a Sales Process Consulting firm. Balaji is also the Founder of FirstFewCustomers.com - a platform that shares Start-up Sales Secrets of successful founders. Balaji has also handled large sales teams for expansion stage companies.

4. **Storytelling for leaders:** This was a Special addition to our 'series' for all those who aspire to lead. Attendees of this workshop learnt to apply a series of practical guidelines, step-by-step, for creating unforgettable stories. Participants learnt how to build an emotionally resonant arc for their brand biographies and professional networking. This highly interactive workshop was appreciated for ready-to-use methods and very practical guidelines. The workshop had 30 students in attendance.

Speaker: Rohini Vij, Founder and Chief Creative Officer, NutSpace is extremely detail oriented & timely, while being very helpful & friendly. She has previously worked for Scholastic India among others and has over 10 years of experience in Public Relations, Corporate Communication and Marketing.

TALKS

DAY	NAME	PROFILE	BIO
1	RACHIT RASTOGI	Chief Product Manager, Tewe	Teewe is a media streaming dongle which takes the connected home entertainment experience to the next level. Rachit is also an alumnus of IIT Kanpur
1	SHRADHA SHARMA	Founder, YourStory	Currently among the '500 LinkedIn Influencers' across the globe, Shraddha Sharma is giving the untold stories of Entrepreneurship in India, the deserved limelight with YourStory. They have already incubated narratives of more than 15,000 entrepreneurs.
3	RAHUL YADAV	Co-Founder, Housing.com	Indian entrepreneur and co-founder of Mumbai-based real estate search portal Housing.com, Rahul Yadav was the

			cornerstone of the biggest innovation Real Estate trading has seen in the last quarter.
3	SHAILI CHOPRA	Business Editor, Tehelka	Shaili Chopra is an Indian business journalist with nearly twelve years of experience in television anchoring and reporting, and writes the popular golf column Tee Off With Shaili Chopra for the DNA.

PANEL DISCUSSION (Day 2)

NAME	PROFILE	BIO
ANUJ RATHI	Vice President, Snapdeal	Mr Anup has ten years of experience across product management, development, personalization, e-commerce, and multichannel retail. He is responsible for the go-to-market strategy, product management, product marketing, agile teams, budgets, development of high-growth products.
RITIKA GOYAL	Investment Professional at Matrix Partners	An IIT Bombay Alumni working presently as an Investment Professional at Matrix Partners, a company committed to building long-term relationships with outstanding entrepreneurs and helping them build significant, industry-leading companies.
CHIRAG KULKARNI	Co-founder & CEO of Insightfully	Chirag Kulkarni is known as a thought expert in the areas of business strategy, sales and marketing. Besides being a motivational speaker, he has been instrumental in imparting his entrepreneurial knowledge to a large

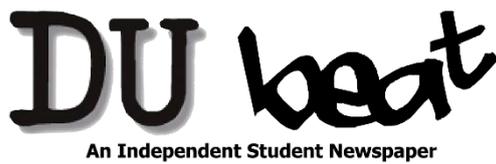
		audience including young entrepreneurs and college students as well.
ASHU AGRAWAL	Director, BW ACCELERATE, Start-ups & Early Stage Eco system	Ashu is an entrepreneur and an entrepreneurship evangelist with a diverse executive experience across businesses and cultures. He, in the recent past has served as the Head-North India operations at Indian Angel Network and played a critical role in facilitating interactions & transactions amid investors, funds and ventures.
RAKESH MISHRA	Co-founder, Excubator and Global Co-Chair, IIT Mentors	He is closely involved with IIT institutions and IIT alumni in the capacity of global co-chair of 'IIT Mentors', an organization that aims to touch lives of young professionals as well students across the country.
SHESH VASUDEVAMURTHY	Director of Product Management, Groupon Asia	Shesh is an entrepreneur and also personally guided the winning team at Upstart this year, as a part of the board of mentors.

ASSOCIATES & MEDIA PARTNERS

E-Cell took its non-existent Media reach and associations to a whole new level this time at eSummit. With a new Marketing wing, extensive marketing was carried out while our Corporate Relations took to getting in Incubators, Accelerators and Venture Funds from across the country.

We got in 9 new Associates from the Start-up Industry. 4 of these were Incubators and Accelerators who offered our winners their facilities, amounting to a combined total of a staggering INR 83,00,000.

These associates and another 10 Media Partners helped us market eSummit across the nation.



Media Coverage

The event was covered extensively in both print & digital media with live twitter reporting of some of the events taking place. Apart from extensive coverage in local print media, there was coverage on national level with multiple articles by YourStory, Times of India & Rediff.com highlighting the developing entrepreneurship scene at IIT Kanpur.

A particular article on YourStory that caught the eyes of many readers & IITK alumni was written by the founder Ms. Shradha Sharma herself. We recommend everyone to have a look at the article through the following link:

<http://yourstory.com/2015/08/iit-kanpur>

RECOMMENDATIONS

1. Better planning of dates: Dates for the Summit should be finalised only after considering any clashing festivals or administrative working days.
2. Extra Speakers: The number of talks could be increased but at the same time ensuring their quality, keeping in mind the interests of campus junta as well as outside students.
3. Crowd-ed: The event requires a little more work in terms of structuring to avoid biasing towards IIT Kanpur teams since they manage to put together a large number of investors amongst campus junta. Apart from structuring, the conduction requires larger number of people with a complete understanding of the event. Since not everyone is aware of the structure of a crowd-funding event, proper explanation of the same using related videos can be put up on the website for the participants.
4. Upstart: Considering the potential of Upstart as the flagship event of E-Summit, selected start-ups should be given the opportunity to interact with their mentors well in advance, so that the round at IIT Kanpur is a culmination of sorts, and not just a stand-alone event. The possibility of increasing the number of participating teams should also be explored.