



End-Term Report 2021-22

Entrepreneurship Cell

Presented By:

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(Overall Coordinators)



E-Summit'21

E-Cell meets the objective of promoting startups on the campus by networking student enterprises from campus to incubators, seeding funds, and angel investors to transform the newly proposed ideas into successful start-ups. The following events in association with national professionals and national level competitions are organized with a host of speaker series of eminent personalities to inspire and invoke the giant potential within the students.

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:

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



Eminent Speakers:

Name of the Speaker	Designation	Session
1. Srikanth Gopalakrishnan	CIO, Legal, HR & Communications, Deutsche Bank	Keynote Address
2. Srikant Gokhale	CEO, Landmark Group	Keynote Address
3. Manu Rekhi	Partner and MD , Inventus Capital Partners	Fireside Chat with Mavericks
4. Jayesh Parekh	Co-Founder, Sony Entertainment	Fireside Chat with Mavericks
5. Prof. Abhishek	Co-Founder and Director, EndureAir System	RnD & Entrepreneurship
6. Tanmay Yadav	Co-Founder, CRUBN	RnD & Entrepreneurship
7. Manpreet Bhuie	Vice President, Deutsche Bank	Fireside Chat: The Bitcoin Blockchain
8. Suchishree Chatterjee	Head ,India Technology Centre & CIO for RFT Global, Deutsche Bank	Breaking Stereotypes: Women Leading From The Front
9. Saket Modi	Co-founder and CEO , Safe Security	Technopreneurs
10. Ninad Karpe	Partner, 100X.VC	Panel Discussion - The VC Meeting Guide : What do VCs expect?
11. Tamanna Singh	Founder and Managing Director , UberLux	Breaking Stereotypes: Women Leading From The Front
12. Tapan Singhel	MD & CEO, Bajaj Allianz General Insurance	Corporate Canvas



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



26. Harishankaran K	Co-founder, HackerRank	Panel Discussion - Steering Digital Revolution in Education
27. Umakant Soni	Co-founder & CEO, ARTPARK	Panel Discussion - Steering Digital Revolution in Education
28. Mikhil Innani	Co-Founder, Pharameasy	Unicorns - Not So Imaginary Anymore
29. Vasant Sridhar	Cofounder & CSO, OfBusiness	Unicorns - Not So Imaginary Anymore
30. Vishal Chaudhary	Co-Founder, Zetwork	Unicorns - Not So Imaginary Anymore
31. Jivraj Singh Sachar	Venture Operations, Angellist India and Indian Silicon Valley	Fireside Chat: The Bitcoin Blockchain
32. Shutapa Paul	Founder-Editor, NewCrop, Founder, Dharma Media Consultants	Ace The Pitch!
33. Prof. Amitabha Bandyopadhyay	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.

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



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
Total	6,50,000	

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	----
Total	15,83,000	



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
Total	7,25,000	

Expenditure-

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



Other Initiatives for the campus:

1. Startup 101 :

Startup 101 is a lecture series on entrepreneurship and startup-related topics. The lectures are independent of each other and have topics ranging from idea thinking to patent and scaling. The lectures are taken by founders and leaders of industries related to the industry. The session also aims to curb the gap in knowledge among the campus people about various non-technical, leadership aspects of the position which in general can be helpful for placements, internships, and further into jobs too. 3 online sessions of Startup 101 have been conducted till now-

Date	Speaker	Topic
4 June 2021	Ajeet Singh Kushwaha Co-founder, Seekho Funded HealthKart.com, 1mg and Joe Hukum	Why Entrepreneurship?
20 June 2021	Ankush Singla Co-founder, Coding Ninjas Inc -founder, Coding Blocks	Building an Idea
6 July 2021	Naveen Joshi Founder, allauthor.com Found 4maths	Minimum Viable Product

2. Starting up with Deferred Placement Policy Session

IIT Kanpur has the potential to give great technical and non-technical startups to the nation. But many students often look away from their own goals and settle for a 9-5 routine due to numerous pressures, whether it be from the peer group, family, or fear of doing something offbeat. This is the problem that the recently instated Deferred Placement Policy (DPP) aims to curb. DPP allows the students to defer their placement season up to two years later. These two years can be utilized by students to focus their time and efforts completely on their ventures. By this policy, the student is assured of a Plan-B to act as a backup in case the venture doesn't work out.

This session was conducted to highlight the utility and experience of DPP, with Mr. Tanmay Yadav (Y17 Batch DPP Beneficiary & Co-Founder, CRUBN) and Mr. Abhinav Airan (Y16 Batch DPP Beneficiary & Founder, Paradis). The session was held on 15th July 2021.



3. Designathon - Riwayat

This ideation and product design competition was conducted for the very first time as part of the inter-hall competition Riwayat. Students got the opportunity to pick a problem of their choice from a list of suggested sectors, produce a feasible solution and build a prototype for the same. The competition had been split into 4 stages, namely:

- Problem identification & solution brainstorming
- Business plan presentation (held on 27th Jul'21)
- Prototype making
- Final product pitching (held on 19th Aug'21)

Students presented their business plans and the final prototype to a panel of judges consisting of industry experts. 22 teams consisting of 60+ participants participated in the first round and out of which 14 teams submitted the Business plan presentation. All these teams gave their final pitches in front of the judge panel and got valuable advice to hone their ideas.

4. World Entrepreneurship Day Event

- An event was conducted on world entrepreneurship day in collaboration with Outreach Cell, IIT Kanpur.
- The speakers consisted of a panel of Alumni founders of Kritsnam Technologies (K.Sri.Harsha, Vinay Chataraju, Prudhvi Sagar) and Masai School (Nrupul Dev, Keshav Mishra, Sanket Dwivedi, Prateek Shukla). A rapid-fire fun round was conducted at the end of the session asking the speakers about their campus experiences and how they built their startups.

5. Startup Mentorship Programme

- After successful completion of SMP's first session(Jan'21 - Jul'21), SMP began in December and consisted of 5 mentors providing guidance to 13 campus startups
- Different startups were selected based on the applications, and several mentors will be taken onboard.
- This time, the mentorship is planned to be 6 months long starting from December 2021, and observed regular meetings of startups and their respective mentors each month.



6. Entreverse:

Entreverse had been envisaged as an exhilarating and thought-provoking event. With a lineup of beguiling competitions, insightful workshops, and enriching panel discussions, this event provided the audience with a wholesome exposure to the vast world of business. This universe gave a golden opportunity to inquisitive minds to interact with and get inspired by our worthy speakers and also to prove their mettle in competitions.

Entreverse was conducted through 19th - 21st Mar'22, comprising of the following events:

Competitions:

- **Game of Auctions**

GoA requires strategic trade-offs, teamwork, and the ability to take prompt decisions to best utilize monetary resources. Teams are given a budget to contest in an auctioning event and followed by a strategic presentation.

- **Parallel Universe**

In this competition, student teams were assigned a product, and they had to pitch it assuming the opposite utility of the given product. This competition tested the creativity and innovation of contestants and their skill to sell their products.

- **Be an Angel**

Pitching your idea in front of a group of investors is incredibly nerve-wracking. One wonders if the investors will like the business idea. Most of all, one wonders if they'll be able to get your startup funded. Even if one has money in the bank, there's going to be a point when one simply has to get additional funding to grow their startup and start scaling up. So we brought forward a competition that actually put the participants in the shoes of investors thereby teaching them a lot about what investors want and how to position the companies for successful pitches in the future.

The competitions experienced high participation from the freshers batch of Y21 and on average we received registrations of over 50 teams in each competition.

Workshops:

- **Pitch Deck Making** - Suryaprakash Konanuru, CTO at Ideaspring Capital

Everyone has ideas but the way one frames and presents it, creates the difference. PDM is a workshop on how to create an impressive pitch and present the startup ideas in front of the judge. A good pitch is a



balancing act that gets people in the room to believe in the pitcher and their startup. This workshop was centered to teach the attendees this highly valuable skill.

- **How to think like a VC**- Aniketh MJ, VC at Ideaspriing Capital

This workshop aimed to introduce the audience to the heart of investing and the business acumen required to invest and build a strong portfolio. This workshop was also ideated with the aim to prepare the participants for the ‘Be An Angel’ competition.

- **Portfolio Building** - Sandeep Chandaluri | Trading Associate, Jane Street

Financial investments like stocks, bonds, commodities, cash, and cash equivalents, are the backbone of all the industries. This workshop covered all the elements related to portfolio building.

Talks:

- **NFT How and Why?** - Sandesh B Suvarna, VP, WazirX NFT Marketplace

NFTs being a new technology, is like a shiny toy to some, while others think of it as a scam or a fad, most of the people get lost in the speculation, just like the internet in the early years of the 1990s was thought to be a play toy for geeks or a scam, it is now believed to be the biggest invention that humanity has ever had, just like that NFTs might be the building block of the new internet, to enlighten the audience about this new technology we conducted this talk given by the experts in this field.

- **Panel Discussion** - Leadership through strategies and innovation

Creativity has always been at the heart of the business. Having fulfilled and lived the definition is a group of people who have the ability to create something novel and appropriate with their unparalleled experience in the field.

Panelists:

- Kaushik Mitra, VP and Co-Founder, PepsiCo
- Rajiv Mathew, Head, Corporate Innovation and Market, Oracle
- Aman Dhall, Founder, CommsCredible

Budget (Expenditure)

Category	Amount
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Posters	3500
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7. Pitch Battle:

Entrepreneurship is not about just thinking of a great idea, but also about how one presents their idea to others. While pitching the idea to investors, one needs to convince them about why their idea is a good one and seek validation. This is a very important aspect of starting up. To give the participants a glimpse of this experience, and make it fun, we brought forward 'Pitch Battle' - an idea pitching competition, with a twist.

In this competition, the participants were given a product and an unrelated category in which it was to be launched. The participants were required to pitch the product and convince the jury why the product is good and describe its utility in the given category. The competition was held on 7th November 2021.

8. Case Study Innovation Challenge:

We are glad to bring to you all an exciting Case Study Innovation Challenge in collaboration with FO2.in, India's exclusive photographer's community and store. This competition shall give you a platform to showcase your talent in handling a given situation/problem. So, start tickling your brain cells and be ready to win Prizes.

9. Startup Services Provision

For any startup to be successful, it needs the right mentorship & resources at the right time. Entrepreneurship Cell, IITK has always aimed at providing this to emerging startups and making their journey to success easier. To serve this goal better, we now introduce the Startup Services Provision, which is an initiative to provide services/resources that would be essential to the growth of any startup in its initial stages, to the students of IITK at special discounted rates.

Right from website design/app development to fundraising, we've partnered with companies that provide a wide range of services, for you to bring your startup idea to life. We would also work towards adding other kinds of services to the list in future, if required.

You can find the services currently available, and a brief about the companies that are providing them here. You can apply directly on the website of the company whose services you wish to utilize. Current



students of IITK, and students who've passed out within the last 3 years are eligible to avail the special student discount.

10. Startup Internship Program

Startup Internship Program (SIP) has the aim to help students get real-life entrepreneurial experience. Startups from all over the world register with SIP and organize interviews with the second year, third year, and fourth-year students for summer internships.

SIP is currently underway with 80+ startups registered for the program offering varied work profiles and 50+ interns hired until now. The highest stipend offered this time is Rs. 70K per month and the program has successfully negotiated with famous startups like Audify Tech, Needl.AI, Vaultedge Zevi, and many more.

Recommendations

1) Request for a room

We moved out of our IME room 3 years ago due to an increase in the faculty of the department. Ever since we are struggling to find a room. E-Cell must have a permanent room to organize its events and plan different initiatives throughout the year. This year too, we had to work in Hal 12 common room during E-Summit and Entreverse, which did not work as we could not work overnight. We request the Senate to provide E-Cell with a room on an urgent basis as we are approaching the next tenure and the new team will start preparation for E-Summit 22 immediately.

2) Seeking increased financial help from Senate

Last year, due to the online semester, our senate fund was reduced. This year, as things will start in full-fledged offline mode, a lot of initiatives will be implemented in the startup development vertical. Many initiatives like Upstart Startup Weekend, Business Week, Entrepreneurial Bootcamp, etc. We believe E-Cell needs more than 2.5 lakhs for the same. The exact number can be discussed in the CAC meeting.

3) Policies and Programmes



The most important thing to look over are policies and programmes which will come into effect from the next tenure. All the policies and programmes can be introduced to the students in the orientation so that they can know the exact steps to follow to build a startup. A general flow which can be explained to them is to take the Summer Undergraduate Entrepreneurship Program(SUEP) in their 4th semester and work on their idea in the summers. Then avail Student Entrepreneurship Policy and reduce their academic load in their 5th semester and work on their idea along with Startup Mentorship Programme(SMP) and finally apply for Deferred Placement Policy(DPP) in their 7th semester and work on their startup for 2 more years.

3.1) Summer Undergraduate Entrepreneurship Program(SUEP)

Teams participating in SUEP gets a funding of Rs. 1 Lakh to work on their idea with this amount. This program has been approved previously but the source of the funding is not clear. We request the senate to discuss the following concern with the upcoming team, so that SUEP can be implemented from next year.

3.2) Student Entrepreneurship Policy(SEP)

The exact procedure to avail this policy is not clear in the document. We request that the exact procedure to avail the same should be clear and should be conveyed to the students. Moreover, this policy will come into effect from this year, therefore a structured plan for the publicity of the same should be made and implemented.

3.3) Deferred Placement Policy(DPP)

DPP has been in effect since the past 2 year but still the number of students registering for the same are very low. We conducted a session for the awareness of DPP, but didn't get significant results. A proper plan for publicity of the same should also be made and implemented.