



## **Mid-Term Report**

### **Entrepreneurship Summit 2018**

eSummit'18 is the annual flagship entrepreneurial event of IIT Kanpur organized by the Entrepreneurship Cell, Indian Institute of Technology Kanpur and Syndicate Bank Entrepreneurship Research and Training Centre (SBERTC).

#### **Participation**

This year's summit witnessed a participation of 750 odd students from over 450 colleges across the nation. We had around registrations from 200 start-ups which came to compete for 7 events. Apart from this we had 5 speaker sessions which involved around 23 speakers, registering the maximum number of speakers since the dawn of eSummit, and 7 workshops, all of which are based on a plethora of genres based on entrepreneurship. Our speaker line had many speakers consisting of all range of entrepreneurs out of which there were 4 Alumnus of IIT Kanpur who had ventured out, which would help to establish a better connect and offer guidance to the cell for making a better entrepreneurial ecosystem in the campus. All of this combined have made it one of the largest entrepreneurial event in IIT Kanpur till date.

#### **Motif**

##### **TRANSCENDING IDEAS**

This year we had concept of "effort before ideas", realizing that an idea can take two routes : when it is manned up and made into reality or when it's left as it is, just an idea. Hence, the theme for this year's eSummit was "Transcending Ideas". Literally, it means going beyond ideas. Several business ventures work out and end up as successes and unfortunately, a lot more of them don't. But all of them share a common denominator, they started out as an IDEA. It doesn't matter where you get it, under the shower, on an evening walk or at the coffee table. Some are good, some bad, and some might be brilliant. But they are just that – ideas. It's crucial to give it a chance. Your mind is for having ideas, not holding on to them. The whole prospect of "realizing an idea" sure might seem daunting. But you can either man up and do your best to turn it into reality or you can chicken out and leave the idea be just that – an idea.



## **Competitions**

### **Upstart**

Upstart, a dream event curated specifically for budding startups. This event stands out from the conventional Start-up Competition and 10-minute pitching; 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 in 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.

### **PuP**

Pitch Ur Product is organized with an aim to provide participants with an opportunity that can transform their innovation - something as simple and small scale initiative as their summer project or a research endeavor - into real world entrepreneurial ideas. Here, we examine your ability to evaluate the market, customer needs, product usability. Your plan of action to safeguard the intellectual rights of your product (majorly by creating entry barrier) and your future research goals associated with the same product or plans to launch parallel products

### **Decrypt**

With Business emerging in every sphere of life, the Indian business scenario is rapidly changing with innovation and entrepreneurship at its peak. With DECRYPT'18 participant can showcase their spontaneity and tackle mind-bending scenarios. It's a perfect competition to put one's analytical and strategy skills at test. Brainstorming, research, problem solving, data analysis are integral components of Decrypt.

### **Stock the Stock**

We all have heard about the stock markets. The rise and fall of indexes, creates ripples and Tsunamis in the economy. Evoke the traders inside you, and understand the stocks with this game. Auctions and stock trading are the usual encounters for any business, moreover the acumen to spend and invest capital wisely is an imperative skill for a business person. This competition aims to bring people who can analyse the trend, understand the nuances and judge the future.

### **Business Quiz:**





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### Workshops

This year, 6 entrepreneurially relevant workshops, which pose as 6 different ways to go beyond ideas and create successful ventures are being held, free of cost for the campus community. These are organized by our associations

Name of Workshop	Organizer
Design Thinking	Focus U
Innovation and Ideation	Focus U
Idea Evaluation	NXG Ventures
Social Entrepreneurship and New Age Leadership	YOUPRENEUR
Networking and Storytelling for Entrepreneurs	Leantrack
Brand Design for Startups	Leantrack

### First Time Initiatives :

#### **Session: How to approach big gamers:**

While approaching Investors, it is very important to give a perfect pitch. Even if a work is good, it loses out on a wide range of opportunities if its presentation is not apt. A perfect idea cannot be executed without communicating that idea to the world. Hence, to convince investors, one must be pitch perfect. Hence, to demonstrate a perfect pitch, we organized this session, in which Mr. Apoorva Sharma and Mr. Vinayak Nath, founders of Venture



Catalyst, a venture firm who has been the key investor in Ola Cabs, will share the key points required for a perfect pitch, and also, the start-ups in which they have invested, will demonstrate the pitch. This is an awesome learning opportunity for budding entrepreneurs and provides a practical insight into the success of a startup.

## **Business Model Development Workshop**

In June 2018, Business Model Development Workshop was organized which had Tanmay Singh, Founder of Leantrack as the chief speaker. This was specifically focussed for students doing summer project under the SnT Council. Students were taught how to build business model canvas for their respective summer project.

## **Upstart Delhi**

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 the IITK Noida Outreach Centre on 22nd July, 2018. Delhi being the largest hub of entrepreneurship, significant participation was registered. Over 40 startups participated in the event.



## **Pre-Summit Events**

As a promotional activity for eSummit'18, a pre-summit event was conducted in Babu Banarasi Das University, Lucknow on 16th August, 2018 in which about 800 students participated. Mr. Sachin Sahni, **founder of Keeros**, gave the keynote speech there and the session was lauded by the



audience.

## **Women Entrepreneurship through Entrepreneurship**

On 29th July, 2018, to empower women, a talk and panel discussion event was organized at PSIT, Kanpur in which 6 women entrepreneurs shared their journeys to success. The event registered a participation of 200 students.

**Speakers:** Dr. Anil Sethi, Sarvottama Bajapai, Ila Bahal, Vinita Yadav, Aditi Sheoran, Priyanka Newatia



## **DumbC :**

To create entrepreneurial spirit among the freshers, we launched a campaign activity, which involved acting out applications without making any noise. It gave the freshers an insight into the entrepreneurial world.



## **Social Entrepreneurs and Enterprises (SEE) : Central**

An AA IITK , Bangalore Initiative, SEE aims to build awareness on Social Sector, Social Entrepreneurship, connect emerging Social Enterprises to Investors, inspire the young generation to come up with innovative solutions to social challenges. Organized throughout the year in various cities, SEE - Central was. conducted on 6th October, 2018 at IIT Kanpur in association with Entrepreneurship Cell.

The theme for this chapter of SEE was **Waste and Health: Real Wealth**. E-Cell helmed a panel of experts, entrepreneurs and thought leaders as they discussed and attempted to solve waste management and healthcare issues.

**Participation** : The session was attended by more than 300 attendees and garnered positive response from the IIT Kanpur community. It had some renowned personalities doing exemplary work in social sector specifically waste management.

### **Speakers :**

<b>Name</b>	<b>Session</b>
Pradeep Bhargava	Inaugural
Shri R K Tiwari	Chief Guest
Anurag Lohia	Keynote



Kamal Saksena	Keynote
Swati Subodh	Research Presentation : SEE Healthcare
Shekhar Prabhakar	Powerful Change Created Involving Ragpickers
Manesh Mathew	Global Initiatives Creating Impact in Healthcare
Awadhesh Gupta	Social Impact Space
Keerti Bhusan Pradhan	Building a Sustainable, Social Healthcare Enterprise
Nixon Joseph	Social Initiatives and Building Professional Excellence
Vandana Srivastava	Food as Medicine and Energy Healing
Aditya Raj Bhatia	Multidisciplinary Approach
Prof. Amitabha Bandyopadhyay	Multidisciplinary Approach
Ved Arya	Multidisciplinary Approach
Dr Santosh Srivastava	Multidisciplinary Approach
Capt. Suresh Chandra Tripathi	Multidisciplinary Approach
Keerti Bhusan Pradhan	Multidisciplinary Approach
Ved Arya	Multidisciplinary Approach
Nupur Tandon	Research Presentation: SEE Waste Management
Ankit Agarwal	HelpUsGreen
Pavan Mehrotra	Arna Biosciences
Ajay Misra	Biocrux
Paresh Patel	Quadio
Mayank Midha	Garv Toilets
Monish Bhandari	Maser Technologies
Harishankar	Agnys Waste Management
Rajshri Das	Fund, CSR and Investor Pitch
Mohammad Azhar	Fund, CSR and Investor Pitch



Nixon Joseph	Fund, CSR and Investor Pitch
Vinayak Nath	Fund, CSR and Investor Pitch
Ashish Garg	Fund, CSR and Investor Pitch
Dheeraj Singh	Fund, CSR and Investor Pitch

**Pitching Session:** Targeting social entrepreneurs, a closed doors pitching session, **Janhit Jagran**, was organized in association with Dainik Jagran in PBCEC. Around 20 teams participated in this event.





## **Startup Jalsa**

Startup Jalsa was held at IIT Kanpur on 10th Oct, '18 was the the first open pitching event which IIT Kanpur witnessed this year.

It kickstarted with Sumit Jain, CEO Opentalk and Co-Founder CommonFloor sharing his ' entrepreneurial journey with CommonFloor, which he started up and sold, to starting up Opentalk gave out a lot of relevant insights to the startups at IIT Kanpur. He also gave advices to the startups who had queries regarding pitching, building a startup and getting investment, etc.

The pitch session started thereafter in which 40+ startups pitched their prototypes and ideas to the Jury. The pitches were critically analysed and the startups were questioned regarding various factors, starting from their need of investment to their relevance in the market.

The session was followed by an ending note by Sumit Jain, wherein he talked about how the startups can present themselves better and crack investment deals. The event ended with a networking session, where the startups were given an opportunity to talk to the jury and get feedbacks on their pitches.



## Campus Hangouts

Date	Speaker	Topic
22 June	Dinesh Katiyar, Accel Partners	Why pursue entrepreneurship?
2 September	Ravish Agrawal, Udacity	An Insight into Corporate world
9 September	Nikhil Upadhye	SIIC Policies for IITK Junta



## Future Activities:

### Competitions:

1. **HULT Prize** : Hult Prize is the world's biggest engine for the launch of for-good, for-profit startups emerging from university. It aims at solving real world problems by providing a startup solution. The theme for this year's HULT is **Youth Employment**. This year, Entrepreneurship Cell is hosting the Campus round of HULT prize on November 1st, 2018.
2. **Entrepreneurial Events, Techkriti** : This year, Techkriti's Entrepreneurial Events will be conducted in association with Entrepreneurship Cell.

### Campaigns:

1. **One Week Promise** : One Week Promise is a unique annual campaign run by E-Cell, IIT Kanpur which promises an individual who is pursuing/wishes to pursue a startup to connect him with a mentor/VC/alumni within a week in which appeal is made. It would be launched by the first week of November.
2. **Annual Problem Hunt** : For the very first time in the campus, a campaign to innovate new "Problems" instead of providing "Solutions" to predefined problems would be launched by the first week of November.

### Events:

1. **Social Entrepreneurs and Enterprises (SEE) Central** : The second edition of SEE Central would be conducted on 10th January, 2019.
2. **Startup Master Class (SMC) Central** : Conducted alongside AA IITK, Bangalore Chapter, SMC : Central would be conducted for the second time in the campus on 3rd February, 2019.