

E-Summit 2017

E-Summit 2017 was graced by some of the biggest names in entrepreneurship from around India. Crowds thronged the IC&SR Auditorium in hundreds to witness these pioneers of entrepreneurship share their wisdom and advice with the audience, which consisted of students from both inside and outside IIT.

Day 2 of E -Summit 2017 began with a bang with Nandini Vaidyanathan, the founder and director of CARMa (an acronym for Creating Access to Resources and Markets), presenting a lecture on the *Importance of Entrepreneurs in the Country*.

This was followed by a fireside chat with Saket Modi, the co-founder of Lucidius Infotech. Mr. Modi is an expert in Android Security and the man responsible for securing BHIM, one of the world's largest online payment portals. Mr. Modi shared his philosophy with the audience, which was to try and start-up multiple times, for eventually their success would pay off.

Siddharth Pahwa, a Chartered Accountant turned entrepreneur, and the ex-CEO of Meru Cabs delivered a lecture on *Key Deliverables and Challenges to Indian Start-ups in 2020*. During the course of his lecture, Mr. Pahwa reminded the audience that each one of them was consistently making an investment, and that investment was time. According to him, "*The fear of failure leads to delayed returns. Take risks, there's nothing known as failure I life, there are only experiences.*"

After a networking lunch, audiences returned in large numbers, eager to hear the words of the next set of speakers.

The youngest speaker in the Summit, at the tender age of 20, Mr. Songra captivated the audience with his unique brand of humour. Mr. Dongra suffers from Dyspraxia, a neurological development disorder which affects his motor abilities. Despite this encumbrance, Mr. Dongra has evolved into one of the most prolific programmers in the country and attempts to help identify other people with similar disorders, with his App MyChild, thus providing them with early diagnostics. His speech included advice ranging from how to increase Tinder matches to dropping out of college.

Aditya Agarwala, the second Indian to be awarded the Thiel Fellowship, a member of the much heralded Forbes 30 under 30 list, who dropped out of Princeton to pursue his venture *kisaan Network*, provided his thoughts on *Why Social Entrepreneurship was more Important than Princeton* for him.

Abhinandan Balasubramium, a native of Chennai, and a serial entrepreneur, sat down for a fireside chat. His start-ups range from the world of FinTech, to cooking, to the recently concluded Premier Futsal league, which attracted international stars such as Ryan Giggs and Hernan Crespo. He answered questions about a wide range of topics, including, "*Why Futsal?*" and spoke about his experiences in recruiting Virat Kohli as a brand ambassador and talking to Ryan Giggs for the first time.

Day 2 of E-Summit concluded with a bang, with Hari Nair, the founder of travel company HoildayIQ, providing his thoughts to the audience about his success in the start-up industry.

Day 3 started on a spectacular note, with Navi Rajdou, a prominent Silicon Valley based innovation and leadership advisor, providing his thoughts on the much maligned “*Indian Jugaad*”. His speech helped raise awareness about the need for frugal innovation.

Ranjan Malik, a celebrated innovation specialist, speaker and writer enthralled the audience with a speech on *Storm the Norm*. His speech mainly focused on enabling people to break out of the shackles of confined thinking which our educational system has taught us to do, but instead think out of the box. He presented an extremely interactive and enjoyable session, which was thoroughly enjoyed by everyone present.

The final speaker of E-Summit 2017, Ritesh Agarwal, the co-founder of Oyo Rooms, and the first Asian to be awarded the Thiel Fellowship, made a presentation about how Oyo Rooms transformed the hospitality sector. His speech witnessed a full house, with numerous audience questions about how he went from a college dropout to a successful entrepreneur.

E-Summit 2017 witnessed some of the brightest young Indian entrepreneurs who have made a name for themselves across the globe, reinforcing status of E-Summit as one of the greatest conglomerations of entrepreneurs in India.

Pitchfest

A new event in E-Summit 2017, it targeted Start-ups which had a ready prototype or business model, or were operational and in search of Funding and Incubation.

Investors, VCs and Angel Investors were called and each team was given a time slot to pitch their Business Model. Invited Investors were from diverse backgrounds ranging from Social enterprise to Chain marketing which provided a diverse yet competitive environment for the participants.

This venture provided direct incubation or funding to budding entrepreneurs

Bootcamp

The Start-up Bootcamp, E-Summit’s flagship event, fused mentorship with competitive spirit to provide students with a real- world experience of cut-throat competition with other ambitious start-ups for gaining a traction in the start-up community and a hefty prize money. From Bootcamp-2016, a few of the participants’ ideas have today transcended into start-ups, namely Involve and Pikkolo, through the mentorship they received during Bootcamp'16.

Internfair

Intern-Fair was a fair in which companies came to showcase/promote and give away exciting opportunities of internships in their company.

Unconference

"Unconference" is an entrepreneurial summit designed to take the participant a journey where they understand the bits and pieces of developing an enterprise. It is aimed at imbibing the spirit of entrepreneurship and creating future change-makers and leaders. Unconference, themed around a case study based approach will include a series of workshops , focused talks on relevant topics and a Start-up Walk. The objective is to set a framework for the participant to take up any problem and solve with the correct entrepreneurial approach.

With start-ups growing out of each and every corner of the country, students are not far behind in the scene. A lot of students enter this space to solve a problem but due to the lack of experience and fierce competition out there, millions of ideas or so to say potential multi-national companies get lost. Unconference helps them address some of the most pressing problems in today's world correctly.

Workshops

WS 1: Design Thinking Workshop

1. What is Design Thinking?
2. Preparing Your Mind for Innovation.
3. Idea Generation.
4. Experimentation.

WS 2: Business Model Canvas

Insight: A Business model can be described in nine elements, enabling explicit dialog about choices, alternatives, & opportunities.

1. Customer Segments
2. Value Propositions
3. Customer Relationships
4. Channels
5. Revenue Streams
6. Key Activities

7. Key Resources
8. Key Partners
9. Cost Structures

Workshop 3: Business Strategy Mapping for Start-ups

1. What is business strategy?
2. Importance of Creating a Business Strategy Map
3. Strategies are all about meeting objectives
4. An abundance of strategies: Confusion!
5. The strategic framework
5. Understand strategies in terms of the framework
6. Specific business objectives for each strategy.
7. Interrelationships between the various strategies.