

## Taking The Entrepreneurial World By Storm

# EMI

## E - SUMMIT

2018

CONNECT · ASCEND · CONQUER





*2 years ago, we made a tryst with entrepreneurship, and now the time has come when we shall reveal our 3<sup>rd</sup> edition: all wholly and in full measure yet very substantially.*

Given IIT Madras' *tryst with entrepreneurship* and Indian Entrepreneurship's *tryst with destiny*, it can be said with an air of pride that it would perhaps be an understatement to say just that the startups have *begun* to gain a strong foothold at the campus entrepreneurial ground in IIT Madras. Entrepreneurship Cell, IIT M has come long way and is now prepared to embark on a bigger and even more fruitful journey. This April, the 13<sup>th</sup> to 15<sup>th</sup>, E-Summit 2018 was back again: IIT M's annual flagship event focused entirely on young entrepreneurship and entrepreneurial venture wherein a plethora of activities and interactions promise a fun-filled time to the future budding job-givers that one of the finest campuses in the world is incubating. Undoubtedly, the one of the finest entrepreneurship summits in the country, this report seeks to identify what made E-Summit 2018 so special.



# Inauguration

E-Summit 2018 was inaugurated at the **KV Setup**, a mammoth air conditioned tent by **Dr. Ashwin Mahalingam**, in front of a **crowd of almost 200**. Professor Mahalingam provided his views on the *Entrepreneurship Ecosystem in IIT Madras*.

## Inspirit-Lecture Series

This year, Inspirit was graced by some of India's top entrepreneurs, and also played host to several engaging panel discussions.

- **Ms. Arifa Khan**, the founder of *Ethereum India*, and founder of *Capital Coin & Fintech Storm* presented her keynote on **Blockchain and The Future of Entrepreneurship** on Day 1 of E-Summit 2018. The talk was extremely interactive and well received by the audience.
- **Mr. Siddharth Dialani**, founder, **LeanAgri** was party to a fireside chat in the first lecture of Day 2. Mr. Dialini shared his experiences as an entrepreneur and a student with an eager audience.



- **Mr. Akhil Malik, founder & CEO, Zostel**, presented his Keynote on **Founding an Unprecedented Business** in the final lecture of Day 2.
- Day 3 kicked off with a **Panel Discussion on Investment Scenario in India**. This was hosted by **Ms. Nidhi Saraf**, *Founder, Key Ventures*, **Dr. Anu Gupta**, *Founder, Venture Catalyst* and **Mr. Anil Chhikara**, *Founder, Startup India Foundation*.
- This was followed by a **Panel Discussion entitled 'Ask Me Anything'**. The aim of this discussion was for budding entrepreneurs to get their doubts clarified from senior entrepreneurs.
- This was followed by a lecture by **Mr. Sumit Jain**, founder of **Opentalk**, on his journey from a small town to a successful entrepreneur.
- The final lecture of Inspirit was a panel discussion on **Unconventional Entrepreneurship**, hosted by **Mr. Vishal Jindal** (*Co-Founder, Biryani By Kilo*), **Mr. Deep Bajaj** (*Founder, PeeBuddy*), **Ms. Sadiya Naseem** (*Founder, Glamstudios*) and **Mr. Annu Grover** (*Founder, Nurturing Green*).

E-Summit 2018 witnessed a myriad of events, ranging from the old stalwarts, *Bootcamp* and *Unconference*, and path-breaking new events like *E-Connect* and *Elevate*.

## E-Connect

We have heard the fascinating stories of IITs and their tryst with entrepreneurial ecosystem. But what next? It was clear that people internationally seem clueless about IIT Bombay, IIT Madras, IIT Delhi as individual institutes; only the IIT brand does not go unnoticed. So why not come under one banner and grow together?

E-Summit 2018 at IIT Madras homed the first meet of Entrepreneurial Committee representatives of premier colleges across India under the name: E-Connect. This year, IIT Bombay, IIT Guwahati, IIIT Hyderabad, IIT Hyderabad, other than the host IIT Madras, attended E-Connect. The two day meet started with the visionary insights by Faculty Advisor of E-Cell IIT Madras, Prof Ashwin Mahalingam. Quoting entrepreneurship as a packet which needs to be unpacked; with its extremes ranging from 'too sexy' to 'too dull'; and catered with accuracy and not just precision; he paved the way to further discussion on the flamboyant initiatives taken by various participating institutes to promote the entrepreneurial feel. The discussion showcased a glimpse of the experienced and nurtured endeavours of IIT Bombay and IIT Madras; as well





as the dedicated and innovative efforts of IIT Guwahati, IIIT and IIT Hyderabad. The tours of IITM Research Park and Centre for Innovation made the nurturing of an entrepreneurial environment at IIT Madras quite evident.

Initiatives matter, but identifying the challenges and addressing them matters a lot more. To interact on these challenges, a Zero Hour conference took place; in the presence of Mr Neeraj Tyagi, who provided the session with a completely new perspective with his professional inputs from the industry. Converging to a set of points such as cross institute mentoring, collaborative efforts to promote entrepreneurship and not just settling on promotion i.e. sharing of resources and incubators to provide apt environment for a startup; the conference was the first step towards a much needed collaboration of E-Cells. The conference did set the agenda for further meets and discussions. Second day of E-Connect was focused on plotting an action plan, which was showered by inputs from representatives of various E-Cells based on their overnight SWOT analysis about the points mentioned in the agenda.

The ideology behind E-Connect was to connect and revolutionize the startup ecosystem in India, which cannot be done without local colleges being included in the cause. This led to the concept of E-Cell Masterclass to guide and help colleges to form an E-Cell and regulate its working; along with other necessary advices. E-Connect turned out a grand success covering all objectives of the event. What next? The execution of the action plan which will serve the entrepreneurial world with a much needed change. A change that will lead India to connect, ascend, conquer the entrepreneurial ecosystem.



# Elevate

***“It was really encouraging to see that through Elevate, young minds are coming up with solutions to some of the critical problems this country is facing right now.”***

*-Meeta Malhotra, Co-Founder of Varana Designs and Finale Judge of Elevate, E-Summit 2018.*

With months of endless efforts and selfless work by the organizing committee, E-Summit 2018 was inaugurated with full zest and enthusiasm on 13<sup>th</sup> April, Friday. With this, began the countdown to the most-awaited pitch-fest of Chennai: Elevate, in association with IIT Madras and Airtel, for a prize money of 10 lakhs to the two winning teams.

24 teams selected through an initial screening process from a sample space of 200+ teams were invited to participate in the semi-finale round on 14<sup>th</sup> April, day 2 of E-Summit. The finale round was conducted at IC&SR Hall. The heat outside was unbearable, but the heat of the rigorous pitching and judging of the teams was twofold of the Chennai afternoon.





We were really pleased to have an elite panel of judges that presided over the semi-finale event: Mr. Paras Malhotra from LetsVenture, Mumbai, Mr. Puneet Kumar from Nexus-Venture, Mumbai and IITM Alumnus, Mr. Siddharth Nandi from NetApp, Bengaluru, Mr. Shyam Sekhar from Startup Xperts and Mr. Naini Tej from Speciale Invest, Bengaluru.'

The pitching of the startups and their mentoring were going on parallelly at Chemistry Seminar Hall in tandem with the pitch schedule of each team. The mentor was Mr. Anindya Banerjee who provided valuable feedback and improvisation strategies to all the 24 teams in the mentoring. This mentoring session was no less than the pitch before the judges and we are glad that it was received in gratitude by the teams. The semi-finale round saw the 24 teams in a cut-throat competition with evaluation of the teams on aspects such as the analysis of the problem, vision, business model, revenue strategy, market analysis, timing, growth plans etc. Each team was allowed a pitching time of 4 minutes to present their problem, their solutions and their strategies followed by a 4 minutes round of Questions and Answers by the panel. The entire pitches of the teams were recorded duly by the Media Team and the Editorial Team of E-Cell.

***“This pitch fest was definitely better than the previous two editions of Elevate that I had attended. Hope to see many innovations through this fest in the future as well.”***

*- Shyam Sekhar, judge for Elevate third time in a row.*





Free goodies were distributed to all the semi-finalists. After the scores were totalled up, the top 8 teams out of the 24 were informed of the outcomes of their grind in the semi-finales round at the Chemical Seminar Hall at 7 pm. But the real grinding for them was yet to come.

That night, there was a lot of ground work to be done to make the event a success. The feedback of the Editorial and Research team for the top 8 teams were duly discussed with Mr. Anindya Banerjee, the Elevate Mentor who, with his valuable inputs, sent out a mail to the 8 teams to work upon for the finale round on next day. Meanwhile, the organising team spent yet another sleepless night to ensure nothing goes awry on the finale round.

On the day of the finale, the preparations had been completed by early morning with relentless efforts and the stage was set. The finale round saw distinguished personalities from the startup ecosystem in the panel of judges: Mr. Anil Chhikara from Startup India Foundation, Bengaluru, Ms. Nidhi Saraf from Key Ventures, Mumbai, Ms. Meeta Malhotra from Varana Designs, Bengaluru, Mr. Radhesh Kanamury from Blume Ventures, Mumbai, Mr. Sumit Jain from Opentalk, Mr. Ritesh Sanghvi from Airtel and Mr. Pallav Aggrawal from our Title Sponsors, Ideaz Factory.



The heat was cooled down a bit by the surprise announcement of a prize of \$75 worth of credits from AWS Educate to all the top 8 finalists. With the teams ready to pitch in their efforts for the guaranteed total investment of 10 lakhs, the neck-to-neck competition began.

Various teams, with noticeable changes in their pitches, presented their model in front of the judges. The pitches were elaborate, with 6 mins for the pitch followed by 6 minutes of Q&A. However, the judges were not strictly limited to the 6 minute limit. There was constant grilling and cross-questioning to each team on even the minutest detail of their model and pitch. Not a single detail was ignored.

With the heat building up inside and outside the IC&SR Hall, it was time to announce the winners of the most looked forward to pitch fest. At 7 pm, just as the previous day, the top 8 finalists were seated for the one last time for their fate to be announced. With the scores in hand, the top two teams: BackBuckle and Ariano made into the top 2 winning teams and were each awarded the prize money of Rupees 5 Lakhs each. The competition was no less than the gold being purified by a goldsmith. Including the other 22 teams who could not make it to the top 2, they certainly had learnt a lot about the startup ecosystem prevailing in the country. With a grand success of Elevate 2018, we certainly look forward to an even harder and cut-throat competition amongst the startup minds from all over the nation in the Elevate 2019.



# BootCamp

E-Summit returned to IIT Madras bringing back its catalogue of extravaganza entrepreneurial events and with it came BootCamp 2018; bigger and better than ever. The final lap laid itself out for the 11 teams which passed through the trials and tribulations to reach the third and final round. And the finalists were:

1. **Aum Low cost hollow blocks with more strength**
2. **BLACK PEARL**
3. **Brainspark**
4. **Ch.ai**
5. **Datablocks**
6. **CNC Wood Router**
7. **FAST - Fog Abdicating Surveillance Train**
8. **Filmloop**
9. **Lifely**
10. **Social Mjolnir**
11. **Tan90 Innovations**

Whether it were those crucial moments which these teams shared with their online mentors or those sleepless nights where each team brainstormed their ideas and strategies, everyone was already a winner. However, one has to push an extra mile to earn that glory and results they envisioned. BootCamp had it covered with the quality workshops and offline mentors to guide and hone the 11 teams for the final pitching competition.

How did they everything pan out? Let's find out!



## Workshop on Minimum Viable Product (MVP)

How crisply and easily can you describe the core value proposition of your startup? It's extremely essential if you wish to outreach potential investors and customers in a short span of time.

This workshop, conducted by the 'Innovation Coach' Naveen Lakkur, aimed to teach that skill to our participants. He is the Director of 'Founder Institute' which is one of the most popular startup accelerators in the Silicon Valley. He also loves to inspire the enterprises and entrepreneurs to innovate their thinking.

In the beginning, Naveen sir asked each team to prepare a "board game" which would describe their startups in the simplest fashion. After one team pitched their business model, the other team would comment on how clear they were able to communicate their idea. This process went on for about 40 minutes. Naveen sir then asked everyone to list out the purpose of this activity and these were some of the main points:

- How clear the ideas were communicated.
- How simplified, structured and efficient the presentation was.
- How much the market wants your product based on their reactions?
- How good you listen to feedbacks from your customers or investors.

He then went on to explain as to what MVP is about and how it is so crucial for entrepreneurs to master. Preparing an MVP itself requires innovation and enthusiasm.





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## Offline Mentoring

The second event of BootCamp was another, but much more useful, mentoring session. The reason for that was no mystery - Mentors were now physically present to solve any queries the participants had and each team was assigned *two* mentors who guided them in both the technical and the managerial aspects of their startup.

This was positively received by all the participants and it even shed light to many potential problems in their business model that even they didn't know had existed.

## Workshop on Investor's Pitch

The second workshop of the day was hosted by none other than Mr. Jay Kumar who is also known as "Coach Jay Kumar". He is Professional Certified Coach (PCC) and an amazing speaker who is the CEO of 'Blue Fire Coaching Consultants'. He is an expertise in strategically coaching leadership values to popular personalities from various fields.

For this workshop, Kumar sir adopted a unique strategy where instead of him giving a lecture on the art of pitching, he gave the teams 4 minutes to pitch their business idea and asked the other teams to focus and give feedback on how the pitch was delivered. Just like the previous workshop, this exchange went on for a while.



Later, Kumar sir enlisted the qualities of a good pitch and the guy who is pitching. Body language, comprehensive content, audacity, attention of the audience and other such qualities are to be revisited and evaluated while giving a pitch in front of people who may invest lakhs on your idea. He also stressed on the need for practice. Everything might look good on paper, but crafting a flawless pitch is an art acquired only through practice.

## Grand Finale

The moment that everybody was waiting for. How much effort each team had put and how well they absorbed the lessons from the workshops and mentoring sessions was now going to be put on test.

For the finals, four esteemed judges were invited to evaluate each startup. Namely:

Tushar Mittal - Managing Director at Studiokon Ventures Pvt. Ltd.

Ravi Devulapally - VP of Technology & Business Incubation at SR Innovation Exchange

Vinod Kalkotwar - Founder & President of Kalozal Consultants Pvt. Ltd.

Rakesh Agarwala - Senior Manager at Bharti Airtel Limited

Each team was given 6 minutes to pitch their business idea with the help of presentation slides and 4 minutes were given for a Q&A session with the judges.





The startups were now being judged on the basis of:

- Problem Identification
- Innovation and Feasibility of Solution
- Market Validation
- Business Model
- Soft Skills

With the painful criticisms came the even more painful waiting game. But the results were finally out - Team CNC Wood Router won the first position followed by Team Tan90 and then Team Filmloop. Each of them received a cash prize of ₹50,000, ₹30,000 and ₹20,000 respectively.

However, the other 8 teams didn't leave as losers. They are now someone who are much more skilled in their thought process, speech and knowledge. We expect them and many more participants to come in the next edition of BootCamp. Until then, Dream Up! Team Up! Build Up! Start Up!

# Unconference

Unconference is a 3-day entrepreneurial event which happened at E-Summit 2018 at IIT Madras. It is designed in such a way that participants can understand the bits and pieces of developing an enterprise. Participants from various parts of India turned up this year. They were given some pressing problems faced by India in areas like agriculture, healthcare, and smart city and were asked to come up with a solution.

## DAY -1

The event was inaugurated this day and all the participants were given basic instructions and guidelines.

## DAY-2

A workshop was held by Mr. Ratheesh Krishnan N.D. on Idea Validation and Business Model Canvas. Idea Validation helps the participants to know how they can practically implement a startup idea and check its feasibility. Business module canvas tells how a business module should be like. The workshop helped them to know how they should approach and know your customers.

Later that day, a startup walk took place in the research park. There the participants got to know about various startups of the institute. The entrepreneurs interacted with the participants and explained their ideas.



## An introduction to our idea:

- To start with, it is necessary for HDFC to create a conversational channel, taking into consideration the in customers day to day. It is better to have an and mobile based, for better performance customers. Making an app of this type will delay in response and improves connectiv

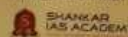
## UNCONFERENCE

14th-15th April  
Vishweswaraya Hall

Platinum Sponsor



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Batch of 1990

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Unconference: publicity partner

After that, a workshop on Design Thinking was conducted by Ms. Aditi Gupta. This workshop threw light on customer requirements of the product and how to proceed accordingly. Participants were asked to pair up. One of them first took the role of a customer and was asked all the requirements by the other one. Like this they can create a product that's customer friendly.

### DAY-3

This day had begun with a memorable workshop on "The art of storytelling". This had many insightful learning moments given to the participants by Mr. Anindya Banerjee. The participants learnt the subtle but not certainly simple art of making pitches of ideas to investors and of the products to consumers.

The day wasn't left unproductive as the participants had another learning session this time an inspiring talk by Mr. Siddharth Dialani on "Entrepreneurship and What it takes to be an entrepreneur". On a later occasion, the participants witnessed the speaker demonstrate some pitches.

The event concluded with a pitching session where participants pitched their ideas to the judges and also presented a ppt.



## E-Awards

The inaugural E-Awards, instituted to identify the most impactful startup in IITM got off to a successful beginning. Three IIT M startups shared the award, which was sponsored by IITMAA and Amazon Web Services.

## Biz-Quiz

The annual Biz-Quiz of E-Summit was held on Day 3. With almost 20 teams participating, the top 5 proceeded to a hotly contested 3 round final. The winner was awarded Rs. 15000.

## Workshop

Several workshops were held throughout E-Summit in order to ensure that every visitor to E-Summit received an enriching experience.

- A workshop on **Blockchain Management and Cryptocurrency** was held by **Ms. Arifa Khan**, the founder of *Ethereum India*, and founder of *Capital Coin & Fintech Storm* on Day 2.
- A workshop on **Branding** by **Mr. Yaagneshwaran Ganesh** (*Top 100 Global Martech Influencer, Director, Marketing at Fiind Inc*) was also held on Day 2.
- A workshop on **Digital Marketing** was held by **Mr. M.K. Balaji Vijayaraghavan** (*Digital Marketing Consultant, Crisis Management Specialist*) was also held on Day 2.





## InternFair

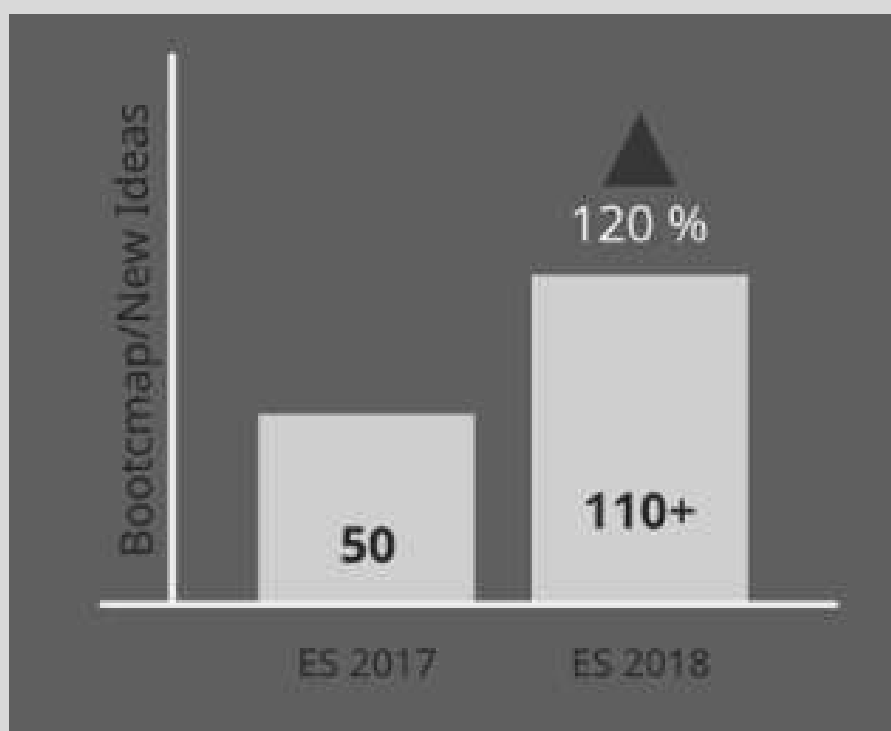
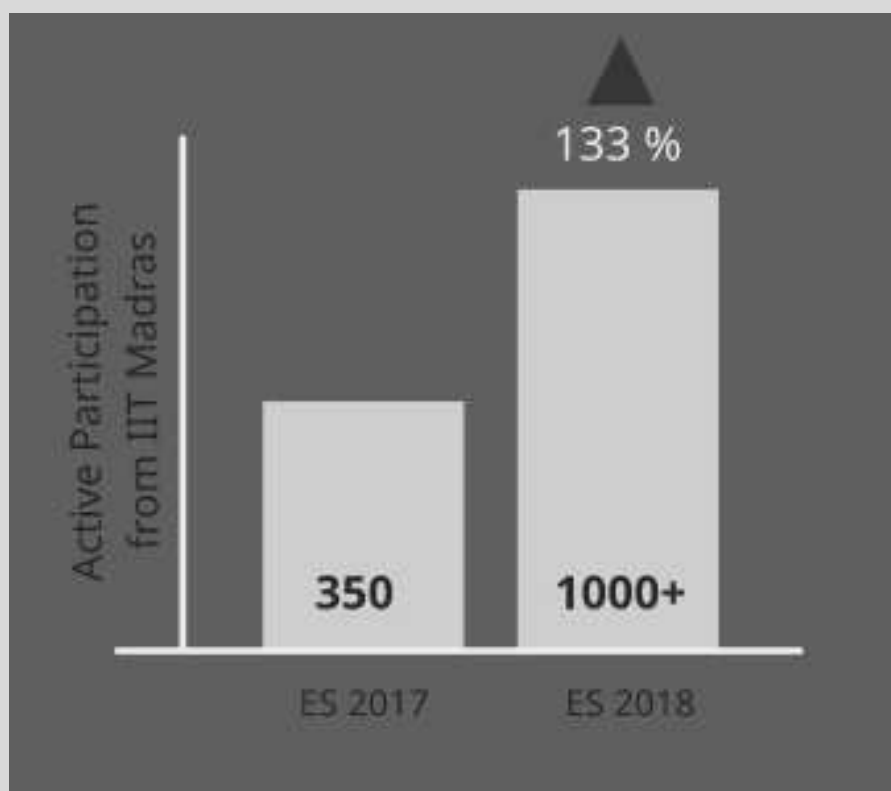
The second edition of Internfair witnessed 35 startups visit the campus, with more than 100 students receiving offers. Some of the highlights included **Airtel** hiring interns from IIT M for the first time. Other major companies included **Ather Energy** and **LeanAgri**.

## Closing Ceremony

E-Summit 2018 was brought to a close by **Mr. V. Shankar** (*Charter Member and President, TIE Chennai, Director, Acsys Investments Pvt. Ltd.*). All the winners were felicitated at the valedictory.

Thus came to an end one of the greatest Entrepreneurship Summits in the Indian college scene. One can only look forwards to the spectacle that promises to be E-Summit 2019!

# Success Metrics





# Success Metrics

