Startup Bootcamp 2017

Online Round

This round will primarily consist of a month-long online mentoring session. This is a golden chance for teams to get steered into the right direction by invaluable insights provided by the most successful entrepreneurs across the country and abroad. Finally the teams will be judged on the delta they have shown over the duration and 12 teams will hand-picked by the mentors to participate in the on-campus round.

Dates: March 1st – March 18th

Description: There will be a total of 12 mentors. Each mentor will be allotted to 3 teams. It is scheduled to be about a fortnight long mentoring period wherein each team will get to brief with mentors online, elaborating on an idea they want to work on during Bootcamp. The mentors, after going through the idea proposed by the teams, shall provide their insights and suggestions. At the end of the round, mentors will be selecting one out of the three teams that they were assigned to, for the next round the offline round.

On-Campus Round

We will have a set of 12 esteemed mentors mentoring the teams, each from a different background for the two days. Teams will be judged by a panel which would be a mixed bag of seasoned entrepreneurs, expert mentors and investors. The event includes interactive training sessions wherein you'll learn how to develop, monetize, market and scale your start-up.
Dates: April 7th – April 9th
Venue: IIT Madras Campus
Description: This round will consist of 3 mentoring sessions, namely:

- Idea Validation: The startups get a chance to evaluate the feasibility of their idea and get steered in the right direction by the insights provided by the mentor.
- Creating the first MVP: Mentors guide the students on arriving at their first MVP and learn the future growth potential of their product.
- Building the perfect pitch: Students are exposed to the modus operandi for building the perfect pitch which will be put to use for the final round of the competition.

Each mentoring session will be a one-to-one 40 minutes long session, so that every team gets a hundred percent out of the mentor.

After the mentoring sessions, there would be a final competition, where each team will have to prove their mettle by pitching to panel of Investors and Serial Entrepreneurs. Finally the most promising startup will be chosen as the winner.