



UNCONFERENCE E-SUMMIT, 2k17 STRUCTURE

Case Study Approach

A case study approach is used to generate an in-depth, multi-faceted understanding of a complex issue in its real-life context. It is an established research design that is used extensively in a wide variety of disciplines.

The objective behind the use of case studies rather than allowing you to present your own ideas is to set a framework for you to up any problem and solve with the correct entrepreneurial approach. **In other words we plan to prepare you to, take up any kind of problem/idea in the future with a suitable plan of action in place rather than in an arbitrary fashion.**

The case studies being used will act as a guiding tool for you to choose a problem which you want to work on during Unconference. We have chosen 5 different sectors for the case studies namely **Agriculture, Healthcare, Education, Smart City and Sports**. They will explain the current scenario in that particular sector with an Indian context. It will also cover historical background, problems being faced, solutions in place currently and a host of other relevant sections to help you truly understand the situation. During Unconference you will be guided and mentored by seasoned experts in each sector who carry decades of experience working in that field and therefore have first hand knowledge of the ground reality.

Workshops

Design Thinking - A design mindset is not problem-focused, it is solution focused and action oriented towards creating a preferred future. Design Thinking draws upon logic, imagination, intuition, and systematic reasoning, to explore possibilities of what could be—and to create desired outcomes that benefit the end user.

Idea Validation - So you have a business idea, How do you tell if it is good? Will customers buy? How do I validate my idea? An interactive and hands on session where you will learn the art of Idea Validation from seasoned mentor and **Startup coach Nandini Vaidyanathan**. After more than 20 years of experience in the corporate sector she started CARMa, which mentors entrepreneurs from an idea in their head to become market-ready. She has mentored thousands of aspiring and budding entrepreneurs till date.

Business Model Canvas - It is a strategic management and entrepreneurial tool which is extremely useful for describing, designing, and summarizing a start-up idea. During this workshop you will get to understand

the different components of the Canvas and will also learn how to build business models that work and create value propositions that sell. This is a hands-on workshop and on Day 3 it is at a perfect time for you to structure your ideas into concrete business plans ready for a pitch.

This whole exercise is meant to give you a real time, first hand experience of all the processes involved right from identifying a problem to the final business model stage.

Selection Procedure

Top 25 applicants from all over India will be chosen to participate in Unconference after multiple rounds of assessment.

- *Round 1* - Basic questionnaire to assess your level of interest towards Unconference. Click on the *Apply Here* tab in the previous page for Round One (Google Form). Deadline is **28th February 2017**.
- *Round 2* - After qualifying Round one a detailed application will be mailed to selected applicants. Enthusiasm for entrepreneurship, creativity, leadership ability and other relevant parameters will be assessed in Round 2. Deadline is **7th March 2017**.
- *Round 3* - Personal Interview. To be held in the Second Week of March via either Skype or Hangouts.