



UNCONFERENCE

7th - 9th April

E-SUMMIT, 2017

"**Unconference**" is a 3 day entrepreneurial extravaganza designed to take you on a journey where you understand the bits and pieces of developing an enterprise. It is themed around a **case study based approach** where you will **innovate and iterate** to solve some of the most pressing problems faced by India today in areas like **Education, Agriculture and Healthcare**. Unconference will include a **series of workshops, focused talks, mentoring sessions** and an interactive **Startup Walk** to aid you in this process. The objective is to set a framework for you to take up any problem and solve with the correct entrepreneurial approach.

With startups 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 will guide you to approach some of the most pressing problems in today's world correctly and efficiently.

Students who are driven to create impact and bring about change in society are strongly encouraged to register for this insightful conference. This event is ideal for aspiring entrepreneurs looking to hone their problem solving skills.

Why should you attend ?

- Interact, network and learn from leaders and changemakers from across the country.
- Experience first hand what goes on behind the scenes in a startup through a 'Startup Walk'.
- Get Mentored by seasoned entrepreneurs and experts.
- Develop a good network of like minded people from different colleges and backgrounds.

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 will work on during Unconference. We have chosen **5 different sectors** for the case studies namely **Agriculture, Healthcare, Education, Smart City and Sports**. These Case Studies will explain the current scenario in that particular sector with an Indian context and 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 from each sector** who have decades of experience in their respective fields and therefore have first hand knowledge of the ground reality.

Workshops

Design Thinking by [Mohan Krishnaraj](#) - Design Thinking is one of the most sought after innovative strategies in companies these days. It 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.

With over two decades of experience in the UX industry, Mohan Krishnaraj has a proven track record of enabling UX led business transformation for several Fortune 100 companies by optimizing customer interactions with the brand, offerings, and touch points. The UX team spearheaded by Mohan was recognized as the “Agency of The Year”, two times in a row.



Idea Validation by [Nandini Vaidyanathan](#) - 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. You can watch her **TEDx talk** [here](#).



Business Model Canvas by [Ravikiran A](#) - BMC 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 understand the different components of the Canvas and will also learn how to build business models that work and create value propositions that sell.

Ravikiran Annaswamy is Founder and CEO of Innohabit Technologies and a renowned business model innovator. He works closely with global programs like Founders Institute (Fi.Co) and Unreasonable Institute as Mentor and Coach for early stage startups. He has over 22 years of business experience as Entrepreneur and as Business Leader at Nokia Siemens Networks and Siemens AG.



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 [here](#) 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.

Registration Cost Structure

Once selected, the candidates will be required to pay a fee. The fee structure is as follows:

IITM students	Other students
₹ 500 - Refundable.	₹ 500 - Non Refundable.

*This includes two nights accommodation (7th and 8th) within IIT M campus along with Breakfast, lunch and Networking dinners.

TIMELINE

30th March, 2017 - Case studies mailed to qualified applicants.

31st March, 2017 - 6th April 2017 - Participants are expected to go through their case studies thoroughly and choose one particular problem they would like to work on during Unconference. Resources and other relevant material will be sent to assist in this process.

7th April - Day 1:

18:00 to 18:30 - Briefed about the summit and ice breaking session.

18:30 to 19:30 - Team formation along with finalization of problem statement based on inputs by moderator.

19:30 to 20:30 - Networking Dinner

20:30 to 22:00 - Brainstorming session among teams guided by the moderator.

8th April - Day 2:

10:00 to 11:00 - **Motivational lecture** by an entrepreneur.

11:00 to 12:00 - Workshop on **Design Thinking**.

12:00 to 14:00 - **Brainstorming session** guided by inputs from mentors and target audience.

14:00 to 15:00 - Networking Lunch

15:00 to 16:00 - Workshop on **Idea Validation**.

16:00 to 19:00 - Start-up Walk for interaction with startups from relevant sectors.

19:00 to 20:00 - Networking Dinner.

20:00 to 22:00 - Working on their ideas by teams based on inputs gained from startup walk.

9th April - Day 3:

10:00 to 11:00 - Workshop on **Business Model Canvassing**.

11:00 to 13:00 - Discussion with Mentors (Sector Specific) and finalization of ideas and presentation.

13:00 to 14:00 - Lunch Break

14:00 to 15 30 - **Final pitch** in front of a panel of judges and notable entrepreneurs.

* Schedule is subject to changes.

For any queries, contact

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Or

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