



E-CELL  
BVRIT



# E-SUMMIT

# 2025

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**Step up || Stand out || Start now**



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Sri K V Vishnu Raju  
Chairman, SVES

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**Dr M.K Kaushik**  
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EDC & IIC Coordinator

**Rohith Sirpa**  
Manager-Incubations  
Vishnu Venture Labs Foundation

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# About E-Cell BVRIT

E-Cell BVRIT is a student-driven initiative that fosters innovation, leadership, and entrepreneurship. At E-Cell BVRIT, we organize workshops, hackathons, and pitching competitions, connecting students with industry experts and investors. By providing mentorship, funding, and hands-on startup exposure, E-Cell empowers students to turn ideas into viable businesses while promoting problem-solving and collaboration.

## Vision

Our vision is to promote entrepreneurship and innovation among students by helping them understand the importance of emerging business ideas in today's market. It provides a platform for students and startups to collaborate, interact, learn, and invent, offering assistance from ideation to finished product development along our year long initiatives.

## Mission

We, at E-Cell BVRIT are committed to nurturing entrepreneurship and innovation among students. By creating an environment for creativity and innovation, we strive to empower students to become future leaders and contribute positively to society through entrepreneurship.

We believe in strong fundamentals, hence we prioritize strong fundamentals, structuring our events around essential concepts like pitching, BMC, PMF, and many more important concepts. By integrating these crucial elements, E-Cell fosters collaboration, interaction, learning, and innovation, building a thriving community of entrepreneurs.

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# What did we do?

## E-SUMMIT

E-Cell BVRIT's annual event E-Summit, brings together aspiring business owners, students, corporates, venture investors, and startups from all around the country every year. We foster a competitive environment that honors entrepreneurship through a wide range of events, such as Panel Discussion, Elevator pitching, Pitch showdown, Fix the Flaw, IPL auction and more. Our mission is to ignite the entrepreneurial spirit in the BVRIT community and beyond, encouraging people to follow their creative passions and set out on meaningful business ventures.

## E-TALKS

Top-tier business and entrepreneurial professionals participate in a variety of thought-provoking seminars and panel discussions at E-Cell at BVRIT, which address current concerns in the area. These dynamic, engaging sessions provide insightful information and stimulate stimulating dialogues in addition to being educational. With these programs, we hope to give students unmatched chances to receive knowledge from business executives, extend their horizons, and find motivation for starting their ventures.

## EMERGE

E-Merge is a high-energy platform designed to shape the next generation of entrepreneurs by fostering creativity, critical thinking, and strategic execution. Through Pitch Perfect, participants refine their business ideation and pitching skills, while AdArena challenges them to craft powerful marketing strategies. With hands-on experiences, expert mentorship, and real-world exposure, E-Merge equips aspiring founders with the tools they need to turn ideas into impactful ventures.

## FAILATHON

"Failathon", a 24 hour long competition, where students embark on a journey of learning through failure and iteration. The main idea behind Failathon is for participants to "Come Fail & Learn". There are multiple rounds encompassing pitching, business model development, advertising, and more, all while embracing the inevitability of setbacks and failures along the way. Participants are encouraged to experiment, take risks, and refine their ideas through successive iterations, gaining invaluable insights from their mentors. Through this competition, BVRIT's E-Cell fosters a culture of experimentation equipping students with the skills and mindset necessary to thrive in the dynamic world of business and innovation.

## PIVOT

"PIVOT" is a hands on entrepreneurial 24 hour challenge where students learn the art of adaptability, rapid iteration, and prototype development. The theme for this event is "*To pivot at the right time*" Participants navigate through different rounds that require them to change their idea, rethink strategies, refine business models, based on real-time challenges. With a focus on problem-solving, creativity, and execution, PIVOT equips students with the agility needed to survive and thrive in the ever-evolving startup ecosystem.



# Event Glimpses



# E-Summit 2025

## Objective

At E-Cell, our mission is to inspire students to think like entrepreneurs by providing hands-on experience while learning the foundations of entrepreneurship. Over the years, we have conducted high-impact pitching rounds, business model canvas (BMC) workshops, and idea validation sessions, all aimed at equipping students with practical skills to turn ideas into ventures.

E-Summit 2025 follows this vision, helping students explore and refine their business ideas through real-life experiences and structured competitions. Through an immersive experience filled with insightful sessions, Hands on competitions, and networking opportunities, we aim to foster an entrepreneurial mindset among students and equip them with the necessary tools to turn ideas into ventures.

## Why Attend?

- *Inspiring Keynotes* – Learn from industry pioneers and startup veterans.
  - *Exciting Competitions* – Showcase your startup ideas, pitch to investors, and win exciting rewards.
  - *Networking Opportunities* – Connect with investors, mentors, and like-minded individuals.
  - *Incubation & Funding* – Get a chance to accelerate your startup journey with incubation support and funding opportunities.
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# E-SUMMIT 2025

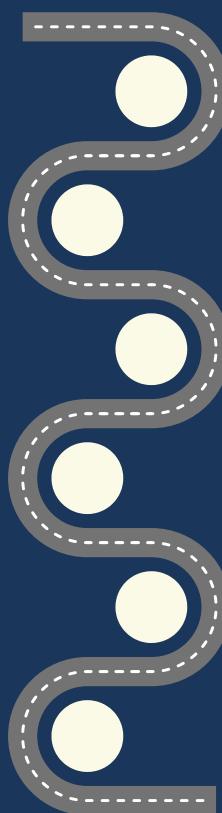


8 - 9  
**APRIL**

**STEP UP / STAND OUT / START NOW**



**IPL AUCTION**  
**BRAND WARS**  
**REIGNITE**



**BEYOND THE PITCH**  
**THE NEXT BIG IDEA**  
**STARTUP SAFARI**



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# THE NEXT BIG IDEA

## INNOVATION PITCH COMPETITION

The Next Big Idea is a pitching event where teams present their innovative concepts through prepared PowerPoint presentations. This competition challenges participants to clearly articulate their vision, demonstrate creativity, and refine their ideas based on live feedback. We are proud to partner with Vishnu Venture Lab, who will provide up funding, mentorship, company registration, and much more to help turn ideas into successful ventures.

### Objective:

- Encourage teams to develop and present innovative business ideas.
- Enhance presentation, critical thinking, and strategic refinement skills.
- Provide participants with valuable feedback to improve their entrepreneurial concepts.

### Number of Rounds: 01

All teams will have to pitch their idea while presenting a PPT before a panel of judges on the day of the event.

Date & Time:	Venue	Team Size:	Entry fee
8th April - 9:30 AM	TBD	3 to 5	₹300
9th April - 9:30 AM			

### Learning Outcomes:

1. Enhanced entrepreneurial and presentation skills.
2. Valuable mentorship and feedback from industry experts.
3. Opportunity to secure funding and support, with Vishnu Venture Lab providing up to ₹1,00,000 for winning teams covering funding, mentorship, company registration, and additional support.



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# REIGNITE

Reignite is a case study competition that challenges participants to analyze real-world business failures and develop innovative solutions. This event encourages participants to think critically, strategize effectively, and present compelling turnaround plans.

## Objective:

- Enhance participants' critical thinking, problem-solving, and business acumen.
- Develop creativity and analytical skills by revisiting and improving failed startup ideas.
- Encourage collaborative teamwork and structured business presentations.

## Number of Rounds: 02

1. Problem Analysis & Pitching (Day 1): Teams analyze a failed startup, identify critical issues, and pitch their findings.
2. Solution Development & Pitching (Day 2): Teams propose innovative solutions to transform the failed startup into a successful business model.

Date & Time:	Venue	Team Size:	Entry fee
8th April - 9:30 AM	TBD	3 to 5	₹300
9th April - 9:30 AM			

## Learning Outcomes:

1. Enhanced business analysis & decision-making skills.
2. Improved presentation & communication skills.
3. Ability to adapt and innovate in business scenarios.
4. Experience in tackling real-world startup challenges.



# BRAND WARS

Brand Wars is an intense and engaging debate competition where teams go head-to-head, defending and challenging brands from the same industry. This event encourages participants to think out of the box, conduct in-depth research, and present strong, structured arguments while considering multiple perspectives.

## Objective:

- Enhance critical thinking, argumentation, and persuasive communication.
- Develop analytical and research skills by evaluating brands within the same domain.
- Encourage structured debates and logical reasoning.

## Number of Rounds: 02

**Preliminary Eliminations :** All the teams compete in a series of debates, where each team is assigned a brand from the same domain as its opponent. With a brief brainstorming session and strict time limits, teams present their arguments, and the top 8 teams are selected based on their research, analysis, and presentation skills.

**Knockouts, Semi-finals & Finals :** The remaining 8 teams face off in knockout rounds, beginning with the quarter-finals, then progressing to the semi-finals, and concluding with a final showdown.

Date & Time:	Venue	Team Size:	Entry fee
8th April - 9:30 AM	TBD	3 to 5	₹300
9th April - 9:30 AM			

## Learning Outcomes:

1. Enhanced debate and argumentation skills.
2. Ability to defend and challenge business perspectives.
3. Improved public speaking, research, and persuasion skills.
4. Deeper understanding of brand competition and market positioning.



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# BEYOND THE PITCH

## PANEL DISCUSSION

### Topic: The rise of conscious consumerism: How Startups Can Build Ethical Brands

This panel discussion invites industry experts, entrepreneurs, and thought leaders to explore the challenging balance between maintaining ethical practices in branding and achieving financial success. The conversation will delve into real-world scenarios, strategic dilemmas, and innovative approaches for integrating ethical considerations with profitable business strategies.

### Objective:

- To understand the complexities and trade-offs involved in building ethical yet profitable brands.
- To gain insights from industry experts on best practices, challenges, and opportunities in this dual pursuit.
- To inspire participants to adopt ethical frameworks without compromising business growth.

### Date & Time:

8th April - 9:30 AM

### Venue

Auditorium

### Entry fee

Free

### Learning Outcomes:

1. Enhanced understanding of how to integrate ethical values with business goals.
2. Insights into effective decision-making strategies for sustainable growth.
3. Exposure to diverse perspectives that inform ethical branding practices in competitive markets.
4. Interactive session promoting thoughtful questions and deep insights.



# IPL AUCTION

The IPL Auction is a high-intensity, strategy-driven event designed to replicate the thrill and competitiveness of an Indian Premier League (IPL) player auction. Participants must demonstrate financial acumen, strategic team-building, and negotiation skills while bidding for players with a virtual budget.

## Objective:

- Test participants' decision-making, financial management, and strategic thinking.
- Simulate a real-world auction scenario where teams must build a competitive squad while managing a budget.
- Enhance teamwork, analytical thinking, and negotiation abilities.

## Rounds

1. Cricket Quiz: All registered teams will participate in a quiz competition focused on cricket. Top 10 teams from the quiz will qualify for the next round.
2. IPL-Style Player Auction: The top 10 teams will participate in a bidding war to form their dream IPL squad.

Date & Time:	Venue	Team Size:	Entry fees
8th April - 9:30 AM	TBD	6 members	Round 1 ₹50
9th April - 9:30 AM			Round 2 ₹950

## Learning Outcomes:

1. Mastering budgeting and financial decision-making.
2. Understanding team composition and strategic planning.
3. Enhancing negotiation and bidding tactics.
4. Improving quick decision-making and competitive thinking.



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# STARTUP SAFARI

Startup Safari is an engaging, multi-stage event designed to challenge participants' problem-solving abilities, analytical thinking, and teamwork. Participants will embark on an entrepreneurial adventure, solving strategic challenges and uncovering key insights to decode real-world startup scenarios.

## Objective:

The event aims to test participants' ability to think critically, collaborate effectively, and analyze business cases, ultimately helping them understand how startups evolve and make key strategic decisions.

## Rounds

1. **The Exploration Challenge:** Teams will hunt for strategically placed chits, collecting clues related to a specific startup and its product.
2. **Case Study Analysis:** Using the collected clues, teams will analyze, identify, and present insights about the assigned company and product, demonstrating their business acumen.

Date & Time:	Venue	Team Size:	Entry fees
9th April-9:30 AM	TBD	3-4 members	₹200

## Learning Outcomes:

1. Understanding business strategies and market positioning.
2. Developing problem-solving and analytical skills.
3. Enhancing teamwork and decision-making under pressure.
4. Gaining exposure to real-world case studies and startup scenarios.



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B V Raju Institute of Technology

 **Vishnu Venture Labs FOUNDATION**



## Get Connected

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