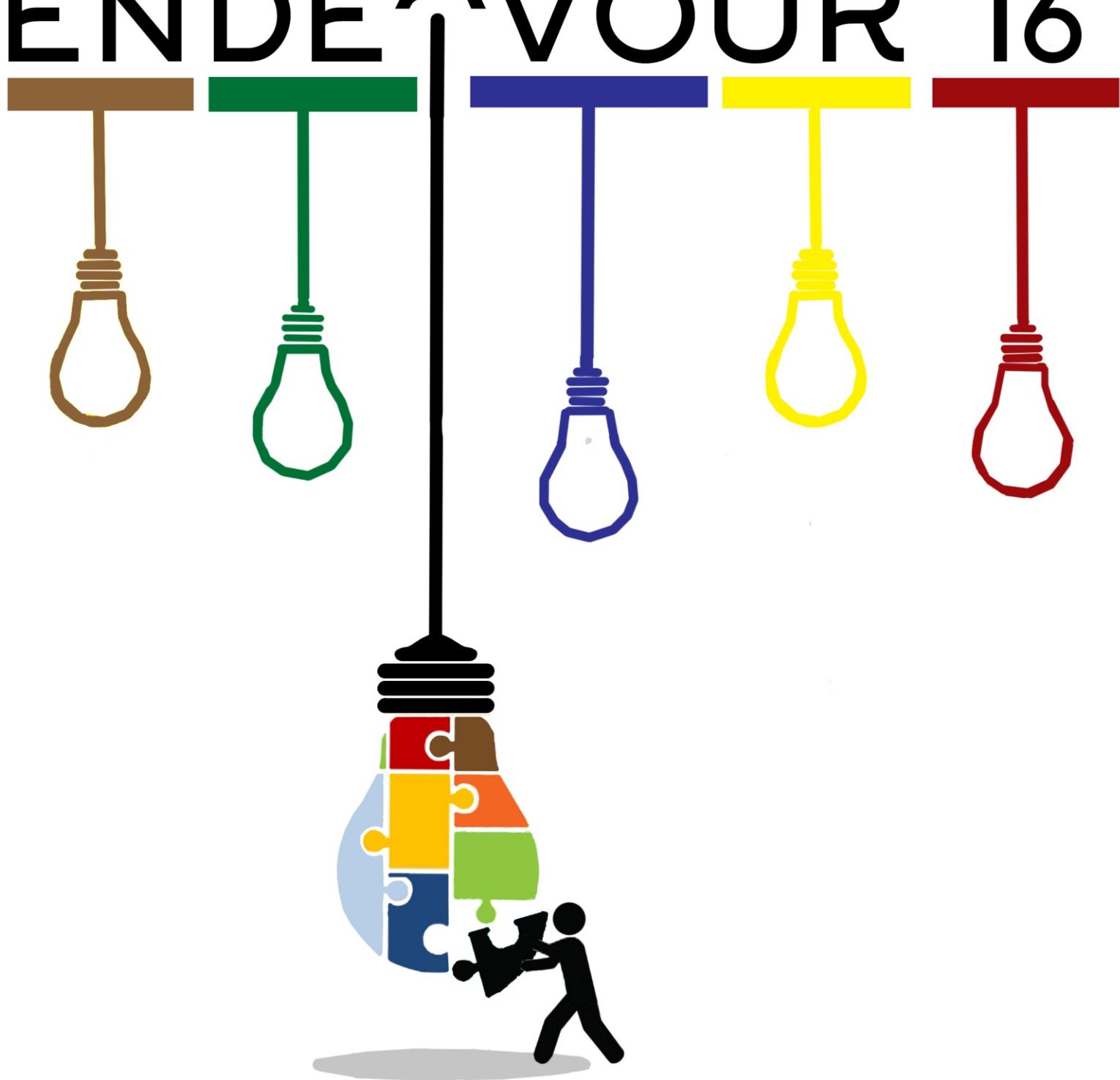
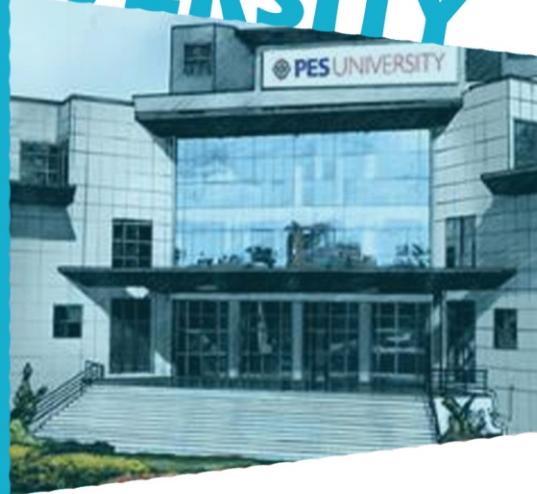




ENDEAVOUR '16



The ideal college experience can be defined as an experience in discovery. PES University is a stellar example of an academic environment that strives for greater analysis of the complexities of society, through numerous areas of study, as well as ones own individual outlook. Ranked as one of the most trusted Engineering Institutions of India, PES University aims at providing a holistic and robust educational environment that not only stresses on academics but helps students canvas their talents and reinvent themselves.



E-Cell

The PES E-cell is an initiative taken by young and spirited entrepreneurs of PES University to create strong incubation centers that provide holistic support to zealous entrepreneurs and help them commercialize their ventures. It provides a platform that spurs students to actively participate in activities that enhance both their emotional and intelligence quotient. By providing a balance of the right mindset and resources, we believe that entrepreneurship is the key to a students latent inventive potential.

Several activities and start up visits have been conducted that has not only enabled students get valuable hands on experience, but also provide an easy yet efficient way of interacting between students, investors, working professionals and successful entrepreneurs. Our aim is to combine freelance thinking with dedicated handwork and perseverance to create a paradigm shift in undergraduate education not only in PES alone but all across India as well.



ENDEAVOUR '16

Endeavour is the annual flagship event of the PES E-cell that serves as a platform for new age entrepreneurs, industry veterans, business experts and venture capitalists to discuss their entrepreneurial ideas, and pledge towards enhancing the entrepreneurial acumen of the nation. Riding on the success of last year's event, the PES E-cell has decided that the event of 2016 will surpass all expectations by taking Endeavour to new heights with renewed zeal and caliber. The aspiring participants are chosen only after a meticulous and rigorous process. They are made to participate in a 5 round event that is spread over 2 days. Participants are judged on their out of the box thinking and the ability to put their best foot forward even under pressure. The rounds are as follows:

Round 1: Teams register with an idea they think has the potential to be the next million dollar idea. These ideas are pitched to the panel of judges for an initial evaluation. Points are given for ingenuity and nonconformist nature of the concept.

Round 2: Teams are asked to market a popular product via an advertisement and points are given on the basis of the accuracy and the finesse with which teams are able to pitch their idea.

The points acquired from the first two rounds serve as the basis for the short-listing of teams. These points play a very vital role ahead as they decide the initial capital that the teams start the next round with, which is their final points multiplied by a fixed number.

Round 3: With the initial capital decided by the previous two rounds, the teams participate in an auction. An assortment of already existing companies(startups and MNCs alike) are enlisted at different prices based on their performance, and the participant teams are allowed to buy the companies they wish for, in the form of an auction. They use the virtual cash obtained from the previous rounds. The evaluation of this round is done based on the performance of the companies that the participants have bought.

Round 4: This round gives the teams a chance to enhance their rudimentary idea into a fully functional prototype or demo, by incorporating the resources of the companies bought from the auction.

Round 5: In this round, the teams pitch their enhanced idea to a panel of judges. The evaluation is based on how well the resources bought are incorporated into the original idea presented in the first round.

SPONSORSHIP DETAILS

Type of Visibility	Package 1	Package 2	Package 3	Package 4
Main Stage Standee	✓	✓		
Stage Backdrop	✓	✓		
Fest Brochure	✓	✓	✓	
Event Tickets	✓	✓		
Event Certificates	✓	✓		
Merchendising(T-Shirts)	✓			
Flyers, Banners, Standees.	✓	✓		

Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social Media (Facebook and Twitter handle)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Campus Print Media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Campus Digital Media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Stall	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Campus Outreach	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Number	1	2	As per Interested	As per Interested
Sponsorship Amount(Rs.)	1 Lakhs *	70,000 *	40,000 *	20,000 *

*Sponsorship amount and package deals can be negotiated for mutual benefit.

