





# Ignite The Spark The smallest spark can become the greatest light













Indian Institute of Information Technology, Lucknow (IIIT Lucknow) is one of the fastest-growing IIITs set up by the Central Government. The mission of IIIT Lucknow is to be a unique and world-class nucleating "Apex Center of Excellence" in the area of Information Technology so as to enhance India's Technological strength in Information Technology.

Founded in 2015, IIIT Lucknow has developed a culture of innovation among its students. These students have received training that is 'deep in depth', yet 'wide in breadth'. Such training has molded them into better-qualified professionals.

#### Swavalamban

IIITL focuses on supporting and promoting students not only to outperform in placements but to also create large-scale employment opportunities.



# ABOUT DIRECTOR









Prof. Arun Mohan Sherry, an alumnus of IIT-Kharagpur has been appointed the founding director of the Indian Institute of Information Technology (IIIT), Lucknow.

Dr. Arun Mohan Sherry is an M.Sc. (Gold Medalist), M.Tech. (Computer Science -IIT Kharagpur), Ph.D.

Dr. Sherry obtained expertise in the latest trend in Technology and Management, through various specialized programs of IIMs and IITs. He has over 25 years of professional experience in the areas of academics, research, consulting, administration, and 'institution building'. He has supervised many candidates for Ph.D Degrees and more than 100 postgraduate projects. He has published over 40 papers in international/ national journals and conferences.

He is Governing Council Member of Inter-University Accelerator Center (IUAC) New Delhi, Member of National Institutional Ranking Framework(NIRF) society, Visiting Chairman of NBA team. He is also the member of Academic Council of Harcourt Butler Technical University, Kanpur.





# C.R.E.A.T.E (INCUBATION CENTER)

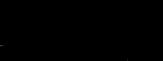
C.R.E.A.T.E, the Incubation Center of IIIT Lucknow is a platform for young entrepreneurs who are passionate to create and innovate. This center provides mentorship, infrastructure, network and finance to nurture entrepreneurial initiatives of the students and take the innovation ecosystem to greater heights.



#### **HEAD OF C.R.E.A.T.E**

Dr. Bindu Singh is an Assistant Professor at IIIT Lucknow, Convocation In-Charge and also the head of the Incubation Center at IIIT Lucknow. She has done Doctor of Philosophy (Ph.D.) from Department of Management Studies, Indian Institute of Technology, Roorkee, Haridwar, Uttarakhand, India (2013-2016)











# STUDENT ACTIVITIES CENTER

IIITL emphasizes on the holistic growth of every student which is not just restricted to academics. The Student Activities Center(SAC) is the apex students body at IIITL. It oversees the functioning of the various committees and acts as a liaison between the student body. Various student-run clubs namely **E-Cell, Axios, Eifer** and various Cultural clubs namely,



**Afterdark, Zephyr, Goonj, Utkrisht, Estrella and Crotonia** come under the Student Activity Center of IIITL. SAC help inculcate leadership, entrepreneurship and innovation among students.

Dr. Abhinesh Kaushik, Assistant Professor at Indian Institute of Information Technology, Lucknow, is the faculty in charge of the Student Activities Center(SAC).











When any enthusiast is given the opportunity to ignite the spark that burns within them, they become unstoppable. Every individual is born with a spark unique only to them which when coupled with the right guidance, they are sure to create extraordinary greatness. And that greatness is exactly what we aim to achieve with this annual E-Summit of E-Cell, IIITL.

Enspire is the flagship 3 day event of E-Cell, IIITL which aims to reach out to every entrepreneurial mind within and outside the country. It celebrates entrepreneurship by hosting a string of events themed around the same concept.











# WHY SPONSOR US

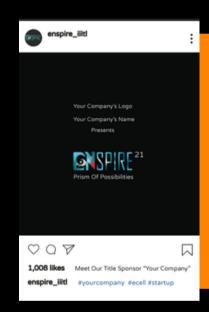
Your company will be an integral part of our publicity campaigns before and during the events. Various features of your company will be publicized by events targeting its consumer base.

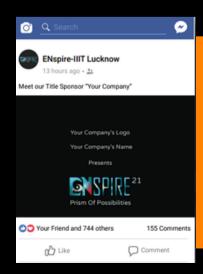
You can share the popularity of ENspire to increase your reach among like-minded individuals and gain an edge over your competitors in the market by building your brand awareness.

Being associated with one of the best colleges in the country reflects on your image in the market and rebuilds the confidence of people in you and your products.

That being said, we believe in getting better and better with every edition of ENspire and widening our reach which wouldn't be possible without the assistance of organizations such as yours.

We appreciate all the support we can get from you in the form of goodies, swags, coupons, an









# Startup Expo

Finding it difficult to exhibit your startups? Enspire of IIIT Lucknow brings a unique platform for celebrating entrepreneurship's history and spirit while inspiring today's and tomorrow's leaders and problem solvers. Startup Expo is a one-day startup showcase fest during Enspire of IIIT Lucknow

Startup Expo is a great opportunity for startups to solicit mentorship and funding from investors and facilitators, as well as present their products and services. This event will feature startups across a wide range of sectors, particularly those with founders running them at an early stage.

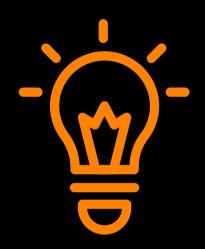
Each startup can present a pitch deck to showcase their unique idea and get a great opportunity to market their product and/or attract investors and strategic partners. Furthermore, the event would provide venture capitalists and angel investors get a chance to find and connect with potential startups, and become a trendsetter. Many visionary investors and mentors from revered Venture Capitalist firms will attend the Expo, helping students get the perfect opportunity to experience the atmosphere at the workspace of the future.

A day filled with pitches, showcases, and remarkable networking, this extravaganza will bring together students, corporates, entrepreneurs, and budding enthusiasts. As a cradle for upcoming ventures, it exposes talented people to a variety of networking experiences and exhilarating experiences.



#### Million dollar idea

With the Shark Tank fever gripping the country, MDI shares a similar theme. Set to be held in two rounds, it's a mock Shark Tank where aspiring entrepreneurs from around the country pitch their business models to a panel of investors and persuade them to invest money in their idea and the best models would win a prize.





## Avenge the fallen

With the Shark Tank fever gripping the country, MDI shares a similar theme. Set to be held in two rounds, it's a mock Shark Tank where aspiring entrepreneurs from around the country pitch their business models to a panel of investors and persuade them to invest money in their idea and the best models would win a prize.

#### Find X

Brainstorm with your mates and let your imagination run wild as Ecell presents "FIND X" - an unconventional treasure hunt which would test your knowledge and wit.





#### **Meme for Marketing**

Think creative with your entrepreneurial hat on to make a meme that can market the selected startup or product. The winner will be decided based on the most creative and liked meme.





#### **Eship** quiz

A multi round quiz which will test the mettle of the participants competing in the event to prove their Entrepreneurship & Tech Knowledge to win exciting prizes.

#### Mystery of Groups

"Talent wins games, but teamwork and intelligence win championships."
But wait, there's a twist. You don't even know your team members until you finish your game. And that's the mystery.





#### **Mystery room**

"May your minds be as sharp as you think they are." Escape the mystery room. You may even find clues on a broom. The team that manages to get out first wins.





#### Sell out

"Approach each customer with the idea of helping him or her solve a problem, not of selling a product or service." Showcase your selling skills and your knowledge of price breakdown.

#### Make in IIITL

"The development of each one is the identity of a self reliant India."

An initiative by the E-Cell Of IIITL to make and encourage the students to develop, manufacture and assemble products with the limited resources and time available to them.





#### **IPL** auction

Always thought that you could create the best IPL team if only you had the money? Here is a chance to put yourself in the shoes of a bidder and build the team you always wanted to lift the coveted IPL trophy.

This fun-filled event is a must for cricket lovers.





#### Alumni Interaction

"Nobody is bothered about an institution more than its alumni".

Running a startup can be breaking especially when you're stuck and have no clue how to advance forward with your business plan. Interaction with alumni could help find a path for advancement.









#### PREVIOUS SPEAKERS

#### **Aman Dhattarwal**

He is an Indian YouTuber with over 4 million subscribers, an Educator, a Public Speaker, and a Career counselor.



#### Kalpit Veerwal

Kalpit is a graduate of IIT Bombay and is presently the founder and CEO of Acadboost.



#### Kaustuv Majumdar

He is an investor, incubator and an advisor at the Bengal Chamber of Commerce and IIM Calcutta Innovation Park.



#### Sanjeev Bikhchandani

He is a major investor in the Indian economy." The Naukri man" is a major shareholder in unicorn companies like Zomato.



#### Deepshikha Kumar

Deepshikha Kumar is the founder and Managing Partner at SpeakIn - India's first and largest consortium of business experts servicing over 200 areas of expertise.





#### PREVIOUS SPONSORS















## **ENSPIRE'21 STATS**

Goodbyes are never easy, and yet here we are for another.

Enspire 2021 has stood up to its expectations and proved to be a great platform for students from all over the country. We are greatly elated to share these final statistics with you all:

Event	Reach	
Ad Mad	16,148	
Bizz Quiz	21,597	
Valo Night	6,560	
Find X	16,000	
Tagline	11,245	
CraZ Idea	600	
Million Dollar Idea	ollar Idea 18,506	
BGMI	600	
Crypto Crunch	12,270	
Total	1,03,526	



# Sponsorship Details

	PLATINUM 60k+ Incentives	GOLD 40k+ Incentives	EVENT 20k+ Incentives
Special Mentions on Opening and Closing Ceremony	<b>✓</b>	<b>✓</b>	<b>✓</b>
Networking Opportunity with our Speakers	✓		
Invitation to the E-Summit for a special session	✓	✓	
Promotion on Discord	$\checkmark$	$\checkmark$	$\checkmark$
Sponsor Introduction Post	$\checkmark$	✓	$\checkmark$
Promotion using banners across the E-Summit.	<b>✓</b>	<b>✓</b>	
Ads on You Tube	$\checkmark$		
Internship Opportunities to IIITL Students	<b>✓</b>	<b>✓</b>	<b>✓</b>
Sharing of Participants Data	<b>✓</b>	<b>✓</b>	
Access to attendee information	<b>✓</b>		
Authorization over video clips from speaker sessions	<b>✓</b>		
Conduct surveys	<b>✓</b>	<b>✓</b>	



# For Title Sponsorship, and/or Non - Monetary Sponsorship

Please contact Head of Relations:

**Akshat Agrawal** 

Phone No.: +91-9328047489

Email: ecell.pr@iiitl.ac.in

#### **NOTE:**

- Title Sponsors will receive all benefits of Platinum tier sponsorship along with exclusive promotion across all social media platforms.
- The official merchandise and certificates shall feature the logo of the Title Sponsors.
- An opportunity to host an event with us will also be provided.
- Non-Monetary Sponsorship includes providing services like sponsoring meals, printing merch/accessories, Media coverage, etc.
- Any other proposal, demand or counter offer of the sponsor may be entertained. However, decisions as to the final offering rest solely with the organizers.



# Contact Us

#### **Coordinators**

Surbhi Singh Vivek Barnwal +91-7300120871 +91-6388454474

#### **Head of Relations**

**Akshat Agrawal** 

+91-9328047489 ecell.pr@iiitl.ac.in







