

# Day 1

## ScaleUp Schedule



### The Art of Strategic Business Thinking

9:00AM - 9:30AM

**Sulaiman Melpathoor**

Business strategist, Life Coach, International trainer

Main Hall



### Inaugural Ceremony

9:30AM - 11:30AM



**Mr. V D Satheeshan**  
Hon. Leader of Opposition,  
Kerala Legislative Assembly

**Mr. P K Kunjalikutty**  
Deputy Leader of Opposition,  
Kerala Legislative Assembly

**Mr. Najeeb Kanthapuram**  
MLA, Perinthalmanna

**Mr. E T Mohammed Basheer**  
Member of Parliament

**Mr. P V Abdul Wahab**  
Member of Parliament

**Mr. P Shaji**  
Chairman, Perinthalmanna Municipality

**Mr. V R Vinod IAS**  
District Collector, Malappuram

Main Hall



### Scaleup Story

11:30AM - 11:50AM

**Mr Unneen Puthanpura**  
Chairman and MD, Al Shifa Group



Main Hall



### Scaleup Awards

11:50AM - 11:55AM



Main Hall

### Session on AI

**Mr. Anish Achuthan**  
Co-Founder & CEO, Open

Main Hall

11:55AM - 12:15PM

### Couplepreneurs on a Mission: Balancing Business & Life

12:15PM - 12:55PM

**Mr. Nadeem Safran**  
CEO, Tharacart

**Ms. Noureen Aisha**  
Co-Founder, FemiSafe

**Mr. Naseef Nazer**  
Co-Founder, FemiSafe

**Ms. Saima Nadeem**  
Founder, Edhwi

**Mr. Salmanul Faris**  
CEO & Founder, dExito



Main Hall

Panel Discussion





## The Culinary Magic

12:55PM - 1:15PM

**Mr. Jamshed Nassin**  
Content Creator, (അതു ഹാരം)



Main Hall

## Tech Community: Strengthening Ecosystem Foundations

1:15PM - 2:00PM

**Mr. Ganesh Gopal**

Lead of Entrepreneurship Development,  
International Cooperative Alliance

**Mr. Mohammed Jaseel**

Co-Founder, Foxlab Makerspace

**Mr. Moosa Mehar**

Co-Founder, TinkerHub

**Mr. Nasif N M**

Head of Programs & Communications,  
KSUM

**Mr. Sayyid Sawad**

Startup Mentor, Startup India



Main Hall

Panel Discussion

## Building Big Brands from Gods own Country

2:00PM - 3:00PM

**Mr. Vimal Govind**

CEO, Genrobotics

**Mr. A P Jafar**

Chairman & Founder, GO EC

**Mr. Mohammed Shaheed P M**

MD, PMRC EDIFICE

**Ms. Nezrin Midhlaj**

Founder, Nez & CO



Main Hall

Panel Discussion

## SME-Pioneering Progress: Strive Ahead, Shaping the Future

3:00PM - 4:00PM

**Mr. Dinesh R**

General Manager, District Industries Center, Malappuram

**CA. Praveen P K**

Co-Founder & Designated Partner, Praveen Shabana & CO LLP CA

**Mr. T S Chandran**

Former Deputy Director Department of Industries & Commerce

**Mr. Baiju Nadumkeriyil**

Chairman, Agro Park



Panel Discussion

Main Hall

## Understanding the Investment Landscape & The Challenges

4:00PM - 5:00PM

**Mr. Akshay Muralidharan**  
India CEO & Global COO,  
Campus World

**Mr. Giridhar Malpani**  
Co-founder, Takshil Venture Partners

**Mr. Ashok Kurian Panjikaran**  
Head of business linkages &  
Startup life cycles, KSUM

**Mr. Rajah Singh**  
CEO, The Stepup Ventures



Main Hall

Panel Discussion



## The Power of Influence: Redefining Modern Marketing

5:00PM - 6:00PM

**Mr. Anfal K V**  
Founder, Safari Cars

**Mr. Najeeb Rehman KP**  
Content creator

**Mr. Firoz Chuttippara**  
Youtuber



Main Hall

Panel Discussion

## Fireside Chat: Kerala Startup Ecosystem

6:00PM - 6:30PM

**Mr. Abid Aboobaker**  
Co-Founder, Hoomans CO

**Mr. Dilip Kainikkara IAS**  
Sub Collector Tirur,



Main Hall

Talk Segment

## Reels to Revenue: Turning your Views into Sales

6:30PM - 6:50PM

**Mr. Shan Salam**

Co founder, The eCom Show

**Ms. Fathima Banna**

Founder, Fashion n Passion

**Mr. Akhil Jijo**

Co founder, Collabo Digital Network



Main Hall

Talk Segment

## Startup Jam

6:50PM - 7:00PM



Main Hall

## Performance by Natya

7:00PM - 8:00PM



Main Hall

Culturals

## MASTERCLASSES

### Data Analytics Using Python (Masterclass)

10:30AM - 1:00PM

**Mr. Muhammed Raees PC**  
Founder & CTO, Edutecnica PVT. Ltd

Royal Hall

Masterclass



### Exploring China (Masterclass)

1:00PM - 2:00PM

**Mr. Umer Abdussalam**  
CEO, Edapt



Royal Hall

Masterclass



### Behind the Frames: Photography Session (Masterclass)

2:00PM - 2:30PM

**Mr. Mohammed Basim M**  
Award-Winning Photographer, Student Architect

Royal Hall

Masterclass



### Talk on Drone Tech & Scalable Startups

3:00PM - 3:30PM

**Mr. Praveen Ramachandran Nair**  
Founder & CEO, VAAVA SimuLABS



Royal Hall



### Building a Scalable Startup (Masterclass)

3:30PM - 6:00PM

**Mr. Nikhil Kilivayil**  
CEO & Founder, Brototype

Royal Hall

Masterclass



 Off Tracks 

**Buggy  
Race Car**

Side Venue

**Custom Build  
Projects**

Side Venue

**Virtual Reality  
Experience**

Side Venue

**Dogzilla: Robot Dog  
Experience**

Side Venue

**Remote Control  
Flight Experience**

Side Venue

**Agricultural  
Drone Showcase**

Side Venue

**Tesla  
Showcase**

Side Venue

**Project  
Showcase**

Side Venue

**Line following  
robot competition**

Side Venue

**and Many  
Games...**

Side Venue



## Fireside Chat: Evolution of A.I in Everyday Life

9:30AM - 10:00AM

Mr. Umer Abdussalam  
CEO, Edapt

Mr. Nadeem Ahmed  
CEO, Scaleup Village



Main Hall

Fireside Chat



## Inauguration

10:00AM - 11:30AM



Mr. Ashok Kumar Mittal  
Member of Parliament

Mr. Najeeb Kanthapuram  
MLA, Perinthalmanna

Mr. Anoop Ambika  
CEO, Kerala Startup Mission

Mr. Jayshankar Prasad  
Director, DCSMAT

Mr. Tom Joseph  
Executive Director, Jain University

Mr. Ibnu Jala  
Founder & Director, FinQuo Varsity

Mr. Mustafa Koori  
CEO, Edroots International

Mr. Sulaiman Karadan  
MD, Karadan Lands

Main Hall



### Brand Presentation

11:30AM - 11:35AM

Mr. Mohammed Zameel  
CEO, Profinz Perinthalmanna



### Brand Presentation

11:35AM - 11:40PM

Mr. Mohammed Thahir  
Director, MPS Group of Companies



## Talk: Art of Consumer Behaviour

11:40AM - 12:00PM

Mr. Mathew Joseph  
Founder, Fresh to Home

Main Hall



## Scaling Up: Navigating through Policy Landscape

12:00PM - 1:00PM

Mr. Anoop Ambika  
CEO, Kerala Startup Mission

Mr. Jayasankar  
Director, DCSMAT

Mr. Mittu Tigi  
CEO, AIC IIIT



Main Hall

Panel Discussion

## Talk: From Campus to CEO

1:00PM - 1:20 PM

Dr. Thomas George K  
Chairman LEAD College of Management

Main Hall

Fireside Chat



# Fireside Chat: Sustainable Startup

1:20PM - 1:50PM

**Mr. Anil Balan**

Co-Founder & COO, Kredflo

**Mr. Dhanaj KM**

Consultant, Grant Thornton Bharat



Main Hall

Talk Segment



# Pathfinder's Dialogue: Expertise from Business Luminaries

1:50PM - 2:35PM

**Mr. Faisal P Syed**

Dean, B School International

**Mr. Ibnu Jala**

Founder & Director, FinQuo veristy

**Mr. Musthafa Koori**

CEO, Edroots International

**Mr. Tom M Joseph**

Executive Director, Jain University



**Mr. Ajmal TP**

Entrepreneur & Concept Consultant



# SheLeads: Women Revolutionizing Business

2:35PM - 3:15PM

**Ms. Nezrin Midhlaj**

Founder, Nez & CO

**Ms. Najna**

CEO, Kinainy Edu International

**Ms. Sreepriya Radhakrishnan**

Director, Pehia Foundation

**Ms. Sumi Sukumaran**

Head of Infrastructure & Inclusive Entrepreneurship, KSUM



**Ms. Aisha Sameeha**

Founder, Koderfin



# Media Mavericks : Defending Integrity in Modern Media

3:15PM - 3:45PM

**Mr. Abhilash Mohan**

Journalist, Mathrubhumi

**Mr. Ayyapadas Aravindakshan**

Journalist, Manorama News TV

**Mr. Nishad Ravuther**

Journalist, Media One



Main Hall

Panel Discussion

# ScaleUp! Understanding the key stakeholders

3:45PM - 4:25PM

**Mr. Nasar Jamal**  
Founder, Cozmo Travels

**Mr. BP Nasar**  
Founder & Director, Frontline Logistics

**Dr. Abdullah Khaleel**  
Head Of Department, Kims Al Shifa

**Mr. Nisar**  
CEO, Campus World

**Mr. Shabeer**  
Regional Business Director, Hubnetix



## Talk: Sustainable Tourism

4:25PM - 4:45PM



**P A Mohammed Riyas**  
Minister of Public Works Department and Tourism, Kerala

Main Hall

## Ed-Tech: Envisioning the Future

4:45PM - 5:40PM

**Mr. Ajas Mohammed**  
Founder, Eduport

**Mr. Mohammed Ajmal**  
Founder, XandY Learning

**Mr. Rameez Ali CK**  
CEO, Interval Learning Platform

**Mr. Amal Manoj**  
Indian Youth Ambassador, G20



Main Hall

Panel Discussion



## Talk: Social Entrepreneurship

5:40PM - 6:00PM



**Dr. S S Lal**  
Director, Asia-Pacific, ReAct - Action on Antibiotic Resistance

Main Hall

## Fireside Chat: Scaling Globally

6:00PM - 6:30PM

**Mr. Faisal P Syed**  
Dean, Business School International

**Mr. Shameer Moothedath**  
Director, Edroots International

Main Hall

Fireside Chat



# Flavour & Creativity: Turning Taste into Success

6:30PM - 7:30PM

**Mr. Nadeem Safran**  
Founder, Tharacart

**Rafeeq Kavanoor**  
Co-Founder, FTRIC

**Chef Shameem**  
Founder, 7th Lounge

**Muhammed Ashar Ali**  
Founder, Mouzy

**Basim Plate**  
Food Consultant



Main Hall

Panel Discussion



## Idea Pitching

7:30PM - 7:45PM



Main hall

## Closing Ceremony & Prize Distribution

7:45PM - 8:00PM



Main hall

## Performance by Hanan Shah & Band

(8:00 PM Onwards)



## MASTERCLASSES

### A Glimpse into Motion Design (Masterclass)

10:30AM - 1:00PM

**Mr. Muneer Marath**

Visual Designer, Samsung R&D Institute, Bangalore



Royal Hall

Masterclass

### Outsmart Cyber Threats : Offence Tactics 101 (Masterclass)

1:00PM - 3:30PM

**Mr. Janith J**

Senior Security Analyst at EY



Royal Hall

Masterclass

### Talk on E-Commerce by The eCom Show (Masterclass)

3:30PM - 6:00PM

**Mr. Shan Salam**

Co-Founder, The eCom Show



Royal Hall

Masterclass