



BUSINESS IDEAS

2.0



**BUSINESS
IDEAS**

Where the TEChies manage.

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VIT[®]
Vellore Institute of Technology
(Deemed to be University under section 3 of UGC Act, 1956)

ABOUT VIT

Recognized as an Institution of Eminence, Vellore Institute of Technology is driven by a collective purpose: to improve life by applying knowledge and to develop a better world through education, research and innovation.

Home to students from all the 29 states of India and more than 41 countries

More than 100 national and international clubs and chapters

Recognized No. 1 private institution in India for Innovation at the 2019 ARIIA awards by Govt. of India.

Ranked in the top 3% world universities by The world ranking body QS

Completed 3 cycles of NAAC accreditation and has been rated an "A" grade

Strong tie-ups with national and international Industries and Universities

Promotes extensive research work by the means of research grants



VIT is committed to developing the next generation of researches, scientists and academics through collaborative learning across disciplines. In terms of accreditation and academic rankings, VIT has retained No. 1 position among the Private Engineering Institutions in India for 4th year in a row, amongst the elite universities in the NIRF Ranking. VIT has been ranked No. 1 private institution in India for Innovation, at the first ARIIA (Atal Ranking of Institution for Innovation Achievements) 2019 awards by Govt. of India. The world ranking body, QS, has given 4 STAR rating to VIT, thereby making VIT the first educational institution in India to obtain the 4 STAR rating for three consecutive years. Besides, the consortium of industries, FICCI, has honoured VIT for its "Excellence in Faculty" and "Excellence for Internationalization of Education". VIT has also completed 3 cycles of NAAC accreditation and has been rated an "A" grade. To add on to the credentials, VIT has obtained the coveted ABET accreditation by the US agency. VIT has the record of having published the maximum number of research papers indexed to Scopus Research Journals on par with the premier institutions for the last three consecutive years. VIT has always been keen in establishing and providing knowledge platform for innovative partnerships with all companies in various sectors. VIT extends its strong support to individual researchers as well as research groups by offering research grants to excel and promote interdisciplinary and transdisciplinary research work.

ABOUT graVITas

GraVITas is the annual technical fest of VIT. It is the center of attraction for a strong student base of 35000 from various colleges. It provides a platform for the students to display their spectacular talents and innovations.

This year graVITas, with the theme "Aspiring Innovation" is going to bring to its students, innovative events in every avenue of engineering coupled with events like:

MEGATHON

Workshop

Seminars

International Conferences.

ABOUT TEC

Every once in a while, a new technology, an old problem and a big idea turn into an "innovation". This is exactly what TEC- The Electronics Club embodies. The club calls for electronics enthusiasts to come forward and present their ideas which can aid the world.

We conduct regular workshops and theoretical as well as hands-on sessions to support students who are passionate about electronics and help them in exploring new avenues. TEC focuses on the all-round growth of its members making them well-informed technologists .



ABOUT BUSINESS IDEAS

Business is the activity of making one's living or making money by producing or buying and selling products. Simply put, it is any activity or enterprise entered into for profit. It does not mean it is a company, a corporation, partnership, or have any such formal organization, but it can range from a street peddler to General Motors. In these changing times of COVID-19, when most countries are facing recession, the processes and steps have changes. We wish to give the students a fresh perspective in this world through our event 'Business Ideas'.

Business Ideas would provide a platform that encourages and promotes young entrepreneurs to empower their business model with technical aspects to give them an edge over others. It will help in providing the participants with the challenges one has to face when starting a business. The participants will get a first-hand experience on the problems that they would generally face when they start their business and also experience in dealing with stock markets. All this would help them in making better decisions in the future when it would be the real time for going into the wars of real world.



Being the only event of its kind, "Business Ideas" will provide a learning experience to the budding entrepreneurs who will be witnessing speeches from renowned Industry experts from all over the country. The students would be coming directly in touch with the professionals of the business world. The experiences and the problems they faced would help pave a path for the next generation. With problem statements that would closely mimic the ongoing challenges faced by the companies, the students will get a chance to showcase their creative and unique business models to create solutions for the problems.

WHY US

Business Ideas is one of the most prestigious, one of a kind event throughout graVITas 2019. It is the largest stage for publicity for any organization, and we are here to make sure that we achieve the largest possible exposure together. We will attract a huge crowd for our unique event due to the first hand business world experience that we will be providing. We plan to create an environment of learning coupled with entertainment and competition, which tends to bring out the best in any individual.

Our event is a full day event, where the participants will be present throughout the day, from morning to evening. During this, there are going to be loads of unique opportunities to capture their attention, such as:

- A variety of schwags and goodies, such as stickers, posters, licenses, etc.**
- T-shirts for participants, with your logo on it which will be flaunted across the campus for a long time**
- Your logo on our posters, flyers, advertisements, promotional videos and every other kind of publicity for the event in the campus as well as on social media**
- An opportunity to send experts representing your interests to come and enlighten the participants on how to succeed, just as they have**
- A unique chance to provide the participants with the problems faced by your company and have hundreds of bright minds looking for your**

We are organizing one of the most unique events in graVITas, and there doesn't arrive a better chance than this to leave a mark in one of the most prestigious universities with thousands of bright minds. So buckle up and get ready to dominate graVITas with Business Ideas.

TIMELINE OF THE EVENT

9:00 AM -- Inauguration ceremony and Event starts

10:00 AM -- Round 1 starts

Round 1-- Business Trivia

11:00 AM -- Round 2 starts

Round 2-- Stock Market

12:00 PM --Round 3 starts

Round 3 -- Crisis Management

12:30 PM -- Expert Guest Lecture

1:30 PM -- Lunch Break

3:00 PM -- Round 4 starts

Round 4 -- Business Idea preparation and pitching

5:00 PM -- Business Idea Pitching begins

7:00 PM -- Event Conclusion & Closing Ceremony

SPONSORSHIP TIERS

	BRONZE Below Rs 10000	SILVER Rs 25000	GOLD Rs 40000	PLATINUM Above Rs 60000
Logo on poster	✓	✓	✓	✓
Logo in promotional video	✓	✓	✓	✓
Logo on website	✓	✓	✓	✓
Logo on event banner	✗	✓	✓	✓
Logo on team apparls	✗	✓	✓	✓
Logo on event mails sent to students	✗	✓	✓	✓
3 minute promotional event about company during event	✗	✗	✓	✓
Schwag Distribution	✗	✗	✓	✓
Problem statement of your choice	✗	✗	✓	✓
Key note speaker at the event	✗	✗	✓	✓
Judges and mentors for the competition	✗	✗	✗	✓
Brand promotion on social media	✗	✗	✗	✓
Brand promotion by company at the event	✗	✗	✗	✓
Interaction with innovators and professors	✗	✗	✗	✓

INKIND SPONSORSHIP: Catering, Live Webcast, Beverages, Stickers, Print and Media, T-Shirts, Stage Designs, etc.



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 The Electronics Club, VIT