

UPSURGE

The entrepreneurship summit, 2018

From Abstract to Reality

4th – 5th – 6th January

Event Booklet

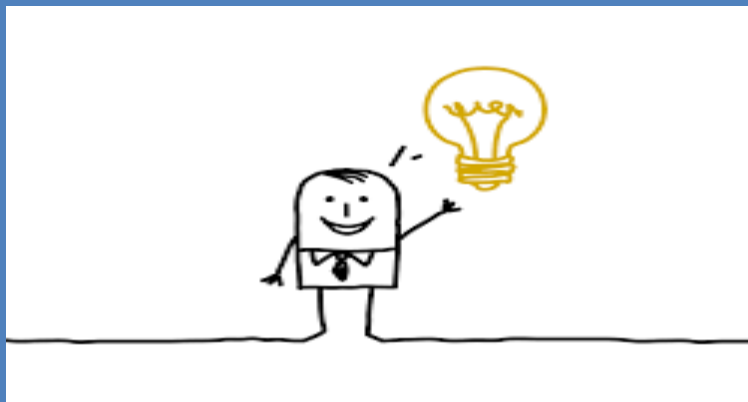
E n t r e p r e n e u R

‘Entrepreneurs’- the word comes from the French word, which means to ‘undertake’. But in this modern competitive world, it’s not just a profession but has become a much sort after skill. The ability to manage risks, having the courage to take uncharted roads, daring to do what others haven’t done before!

It’s all a part of life of an entrepreneur

But who are they? Are they too intelligent, are they too studious! Or are they just lucky!

All your questions about entrepreneurship gets answered here!



ABOUT THE EVENT

Upsurge

Upsurge- The Entrepreneurship Summit

Upsurge – The Entrepreneurship Summit of RCC Institute of Information Technology is a 3-day event involving talks from eminent entrepreneurs and investors, workshops on educating topics related to entrepreneurship and startups, and competitions which gives the attendees a real to life experience of being an entrepreneur and being a part of startups.

The aim of the event is to motivate the students of the college to bring out their passion of entrepreneurship in whichever field they want so that they can disrupt their chosen field in a better way and become the leaders of the future.

We also aim to connect our students with the potential investors and entrepreneurs of the region with whom they can discuss their upcoming projects and ideas and get them validated.

Also, we introduce freshers to the concept of entrepreneurship by engaging them in all the events and competitions and creating special engaging activities for them.

SCHEDULE FOR THE EVENT

DAY 1 – 4th of January 2018

Talk session 1 -: 11:00- 12:00

Workshop on Product Design -: 13:00 – 14:00

Talk session 2 (Opportunities of Startup in West Bengal) -: 14:00-15:00

Workshop on Know your Customers -: 15:20 – 16:30

DAY 2 – 5th of JANUARY 2018

Talk Session (“Envoyage” in partnership with E-cell, IIT BOMBAY) -:
11:30-13:30

PITCH IT UP (Competition) -: 14:15 – 15:15

Workshop on Rounds of Investment, Finance and revenue -:
15:30 – 16:30

DAY 3 – 6th of JANUARY 2018

Talk Session 3 -: 11:00-12:00

Talk Session 4 -: 13:00-14:00

Talk Panel -: Job vs. Entrepreneurship vs. Higher studies -:14:15-15:15

PITCH IT UP!

Get the experience of how to pitch your ideas to the investors; “PitchItUp”

Gets you into entrepreneurs’ shoes and challenges you to present your idea in the most convincing way possible.

The participating teams will consist of a maximum of 2 members each and

They will be asked to make a product in a given field and then pitch that in front of the judges.

The selected teams get a free pass for the E-Summit, IIT BOMBAY – one of the largest entrepreneurship fest in the country.

(Certificates will be provided for all the workshops)

UPSURGE 2018

THE ENTREPRENEURSHIP SUMMIT @ RCCIIT

Opportunities for the sponsors -:

Why Sponsor Upsurge?

By sponsoring upsurge you get the following benefits depending on the type of sponsoring you choose!

TITLE SPONSOR -:

- You will be made the title partner for the exclusive entrepreneurship event of the RCCIIT and which promises to become a hype among the students interested in entrepreneurship and innovation in Kolkata and nearby cities.
- Complete access to the basic contact information of the participants which are going to be nearly 300-400 in numbers.
- Advertisement through our posters and banners at least one month before the event, helping you to gain publicity among the college going students and make your brand popular among them.
- We can also provide you space for a stall, where you can interact with the participants.
- We also have provision for a half-an-hour session where you can make participants aware about your company, it's values and your product.
- Logo and name of your company in all the certificates and on the "core-team" T-shirt and participants' t-shirt (provided to paid participants)(Space chosen by you)

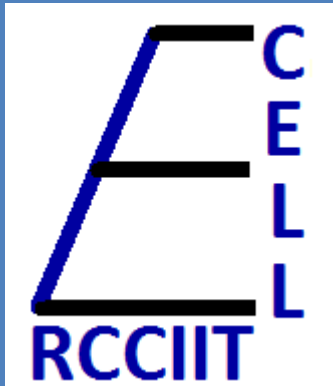
Platinum Sponsors -:

- Your company will have the status of the “Associate Sponsors” for the event
- Inclusion of the name of the company in posters and banners of the event which will be on display at least one month prior the event.
- We can provide you a one hour session but it should be an educative session on a topic which will be relevant to the theme of the event and also relates to the product or services provided by your company.(for example-: You are an Stock broking firm, so you can conduct a session on stock markets and investments of one hour and also during that time inform the students about how your company provides the services)
- Provision for the distribution of pamphlets of your company to each and every participant.
- Name on the certificates and on the t-shirts of the participants.(Space chosen by us)

Gold Sponsors -:

- Name of your company in the posters and the banners which will be on display at least one month prior of the event.
- Name of your company in the certificates.
- Space within the institute for having your stall where you can interact with participants.
- Playing a 3-min advertisement video of your company(if you provide) before selected talk sessions.

CONTACT US



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