



PEC's
E-SUMMIT'24
PARADIGM OF INNOVATION

6th-7th April

MARKETING BROCHURE

**PARADIGM
OF INNOVATION
2024**



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E-SUMMIT'24
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INDEX

1	ABOUT PEC	...4
2	ABOUT EIC	...5
3	E-SUMMIT 2024	...6
4	EIC IN NEWS	...8
5	EVENTS	...9
6	COMPETITIONS	...12
7	EXPERT SESSIONS	...14
8	KPI's and STATISTICS	...16
9	SPONSORSHIP ROLES	...19
10	DELIVERABLES	...20
11	PREVIOUS SPONSORS	...21

PUNJAB ENGINEERING COLLEGE

A PREMIER INSTITUTE FOR EDUCATION AND CO-CURRICULAR

- Punjab Engineering College (PEC) originated as Mugalpura Engineering College in Lahore in 1921.
- It moved to its current campus in 1953 and was initially affiliated with Panjab University.
- In 2003, PEC became a Deemed University, and in 2009, it was rebranded as PEC University of Technology.
- PEC is a Grant-in-Aid institution under the administration of the Union Territory of Chandigarh, Government of India.
- Notable alumni include Kalpana Chawla, Padma Shri Dr. Satish Kumar, Varun Berry, showcasing its impact on diverse fields.
- Celebrated its centenary, marking 100 years of history.
- Recognized for academic excellence in technical education and research, achieving prominence in the nation.

A CELL DEDICATED TO INNOVATE

- EIC (Entrepreneurship and Incubation Cell) at PEC supports startups through alumni networks and seed capital.
- Operates under the Ministry of Education's Innovation Cell Programs since 2015.
- Provides mentoring in entrepreneurship, achieving its goal of nurturing businesses.
- Offers fully furnished working areas, Wi-Fi access, and essential laboratories for startup development.
- Conducts Entrepreneurial Development Programs to enhance business skills.
- Facilitates networking with legal advisors, venture capitalists, angel investors, and other professionals.
- Aims to help startups grow into market giants.
- An integral part of PEC's entrepreneurial ecosystem, connecting academic knowledge with practical business skills.

ABOUT

KEY PERFORMANCE INDICATORS

6

Startups
Incubated



50+

Workshops
Conducted



200+

Active
Members



100+

Alumni
Support



Entrepreneurship and Incubation Cell
Punjab Engineering College



PEC's **E-SUMMIT'24**

PARADIGM OF INNOVATION

6th-7th April



15th-16th APRIL 2023

PUNJAB ENGINEERING COLLEGE
(DESIGNED TO BE UNIVERSITY)





PEC's E-SUMMIT'24

PARADIGM OF INNOVATION

6th-7th April

The E-Summit, hosted by the Entrepreneurship and Incubation Cell of Punjab Engineering College, is driven by a powerful mission and clear objectives.

Empowering Startups: E-Summit provides a platform for emerging entrepreneurs to showcase groundbreaking ideas, fostering mentorship and guidance to accelerate their ventures.

Facilitating Networking: E-Summit creates opportunities to forge meaningful connections with industry leaders, investors, and peers, fostering collaborations and growth.

Nurturing Innovation: We ignite creativity and inspire innovative problem-solving, encouraging participants to identify and address real-world challenges with novel ideas.

KEY PERFORMANCE INDICATORS

50K+

Worth
Cash Prizes



5K+

Events
Participation



30+

Speaker
Sessions



10K+

Total
Footfall



100+

Startups
Attended



PEC's E-Summit

EIC IN NEWS

Events

Funding Conclave

This event offers startups, business owners, and founders valuable insights into fundraising, angel investments, mentorships, and global opportunities. It connects attendees with investors and provides networking opportunities with marketers and traders to boost business growth.



6+ Startups
funded

Startup Expo



100+ Startups
registered

The Startup Expo connects promising startups with investors, government officials, and industry leaders. It inspires entrepreneurship as a viable career option and allows startups to showcase their offerings while gaining validation from attendees.

Events

Expert Sessions

The summit will host speakers from diverse professional backgrounds like finance, media, and business unicorns to share their experiences and participate in interactive sessions with the audience. Additionally, panel discussions with women entrepreneurs as well as social entrepreneurs will also be held.



30+ sessions



50+ internships offered

Intern Fair

We welcome startups to set up their booths at the fair and hire regional students for summer internships. By exposing students to the work environment of a startup and teaching them a variety of skills necessary to launch their own startups in the future, we hope to inspire a spirit of entrepreneurship in them.

Events

Workshops

We also include a special opportunity for school students to advance their knowledge and learn about skills related to personal development as part of the schedule for our events



50+ workshops conducted

Networking Arena



80+ founders and VCs to interact

The most eagerly anticipated networking opportunity at E-Summit 2023. All startups, investors, mentors, business owners, students, and professionals are invited to network with the best in the country and make the best of the chance to have a one-on-one interaction with the experts.

COMPET

Competitions in business and entrepreneurship will be chance to come up with ideas and have an overall

Experience the real time simulation of
IPL Auction



Test your knowledge of business world in this fun quiz competitions



Build and Pitch your brand to the investors and raise funds



ITIONS

organized for students which will give the participants a immersive experience



Expert Sessions



Sandeep Jain
Founder, GeeksforGeeks



Vishal Malhotra
Actor
KeyNote Speaker



Rupinder Singh
Founder, BioHouse, Public
Speaker, Mentor & Investor



Sourabh Goyal
Founder, SuccessBrew



Mandeep Kaur Tangra
Founder, SimbaQuartz



Aanan Khurma
Co-Founder & CEO, WellVersed



Drishti Kharbanda
Founder,
Bake Cosmetics



Aseem Ghavri
Co Founder,
Third Unicorn



Komal Talwar
Founder,
TT Consultants



Sarvjeet Singh
Founder, Finvasia



Paresh Gupta
Founder, CUETPro,
GCEC, Brevity



Sharad Sagar
Founder & CEO, Dexterity
Global Group



Paritosh Anand
Founder, WeSmile and
Believe Clothing



Aditya Arora
Android Lead at SAP,
Mobile Centre of Excellence



Nandu Nandkishore
Former Global CEO, Nestle
Nutrition



Daksh Sethi
Founder & CEO,
Guby Rogers



Hardik Banga
Co-Founder, Adsworm



Rakshit Jain
Software developer at TCS
Digital



Kunika Rathore
Founder, The Unknowns



Basundha Shrivastava
Founder, Empfly Services
Pvt Ltd



Kailash Nath
AVP-Seed at Chiratae
Ventures

STATISTICS



SPONSORSHIP ROLES

Sponsoring E-Summit presents a remarkable opportunity for companies to align their brand with a renowned and impactful event. Several esteemed sponsors from various sectors have contributed to the success of E-Summit in the past. Companies like SBI, Decathlon, Dainik Bhaskar, CII, Shree Ganesh, and JAL have recognized the immense potential in supporting this event. These previous sponsors have played an instrumental role in making E-Summit a complete success. Through their financial support, resources, and expertise, they have enabled a plethora of activities that bind workshops, seminars, expert guest sessions and paved a way to create a platform for our young budding entrepreneurs.

E-SUMMIT 2023

Punjab Engineering College (Deemed to be University) and <Title Sponsor> present E-Summit 2023-24 Powered by <Powered Sponsor>, Co-Sponsored by <Co-Sponsor>, in Association With <Associate Sponsor 1>, <Associate Sponsor 2>.

INDIVIDUAL ROLES

<Event Title Sponsor> presents E-Summit 2023-24 in Association With <Event Associate Sponsor>.

GENERAL SPONSORS

In addition, we are open to strategizing roles such as telecom partner, health partner, after video partner, education partner, travel partner, social initiative partner, etc.

DELIVERABLES

1. FOCUSED PROMINENCE IN THE NETWORKING ARENA
2. PRODUCT DISPLAY AT PRIME LOCATIONS/ARENAS
3. PUBLICITY AND BRANDING IN CORPORATE SESSIONS
4. WELCOME GATE BRANDING
5. LOGO ON PASSES OF E-SUMMIT
6. PERMISSION TO CONDUCT PROMOTIONAL EVENTS
7. PERMISSION TO CONDUCT CUSTOMISED CONTESTS
8. PERMISSION TO DISPLAY PRODUCT AT STRATEGIC LOCATION
9. ACCESS TO THE COLLEGE DATABASE AND E-SUMMIT ATTENDEES
10. LOGO IN E-SUMMIT ADS IN NEWSPAPER AND MAGAZINES
11. LOGO ON OPENING PAGE OF E-SUMMIT WEBSITE
12. LOGO ON OFFICIAL PLATFORMS SOCIAL NETWORKING SITES
13. LINK TO COMPANY'S WEBSITE ON E-SUMMIT WEBSITE
14. ADVERTISEMENT THROUGH PROJECTORS
15. COVERAGE BY EMCEES AT REGULAR INTERVALS
16. COVERAGE THROUGH NEWS AND ENTERTAINMENT CHANNEL
17. BLUETOOTH/WIFI ADVERTISEMENT INSIDE THE CAMPUS
18. LOGO ON THE DROPPDOWN FROM A 3-STORY BUILDING
19. PUBLICITY DURING ROADSHOW
20. INTERACTIONS WITH STUDENTS THROUGH SEMINARS
21. STALL IN THE E-SUMMIT AREAS
22. ANNOUNCEMENTS BY EMCEES AT REGULAR INTERVALS
23. PERMISSION TO PUT UP PROMOTIONAL BANNERS/POSTERS
24. STANDEES IN E-SUMMIT AREAS
25. VVIP PASSES

**For banking partners: Join us as the exclusive facilitator for transactions between startups and investors at our event. Boost your visibility and transactions while supporting innovation and economic growth

STALLS

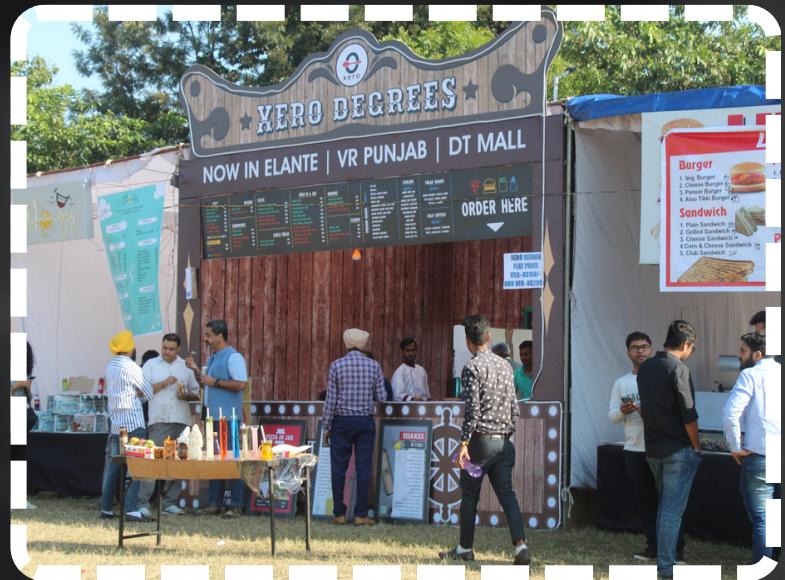
FOOD STALLS

INR 35,000*

15X15 feet

**Basic infrastructure
like electricity , table ,
chair ,etc.**

Online Publicity



CORPORATE STALLS



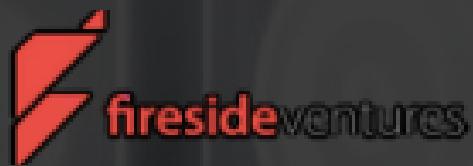
INR 35,000*

10X10 feet

**Basic infrastructure
like electricity,
table, chair,etc.
Online Publicity**

PREVIOUS SPONSORS

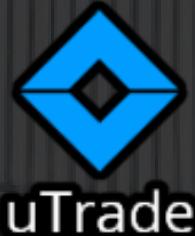
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Confederation of Indian Industry



**DECATHLON
PLAY**



**REBEL
FOODS**

FOLLOW US ON



LINKEDIN



@EICPEC



YOUTUBE



FACEBOOK



PEC's
E-SUMMIT'24
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Simranjit Singh
Coordinator

Sudesh Rani
Co-Coordinator

Simarpreet Kaur
Convener
+91 84271 46574

Japneet Pathania
Marketing Head
+91 85449 18707

eicpec@pec.edu.in