

Proposal for Association

between

PayU

and

E-Cell, IIT Bombay



**The Entrepreneurship Cell
IIT Bombay**

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About Eureka! 2021

Eureka! 2021 :

Eureka is Asia's largest Business Model Competition certified by TieCon and Wadhvani Foundation. It is a 5-month long event that moves from idea submission to offline and online mentoring and culminates in a final pitch at E-Summit. The total prize money offered is worth **INR 50 Lakh**. Last year we had **Deutsche bank** as our Title sponsor.

Last year, it was conducted in 6 tracks - Business, Social, Fintech, Edutech, COVID-19 Response, IIT Bombay track

Deliverables from E-Cell, IIT Bombay

Introduction of PayU Fintech Track in Eureka 2021

- A new track shall be launched and displayed on the Eureka website
- The track will be named PayU Fintech Track
- **PayU** shall be forwarded detailed entries of all semifinalists in the track and shall be given complete liberty to select the finalists
- The new track shall be intensely publicized through social media, mailers, articles etc.
- **Databases** of semi-finalist of custom track (including contact details and executive summary)

- **Speaker session** can be given to **PayU** for addressing the custom track startup.
- **A one-to-one mentoring session** can be organized for the startups and PayU
- There will be logo integration of **PayU on all posters** related to **custom track on all social media platforms**

Exclusive Final Pitch Event for Custom track during Eureka! Finals

- A **special final pitch event** shall be conducted in a conference hall in IIT Bombay, wherein finalists from the track shall be invited and **PayU** shall be allowed to invite as many executives as they want in the jury
- **PayU** logo would be featured in the backdrop of the pitching event

Logo Integration

- **PayU logo** to be integrated with the Eureka! logo. Due to the ubiquity of the logo, extensive visibility will be given to PayU. Everywhere the Eureka! Logo goes, the **PayU logo** shall also go along

Invitation to Business and Social Track Final Pitch Event

- **PayU** shall additionally be given a jury seat in the final pitch event of Business and Social track to watch out for promising startups

Startup Survey

- Database of the startup survey conducted by E-Cell of the startups across India will be provided to PayU

Mentoring

- You can mentor the startups of a specific sector (let's say Fintech) through our online mentorship programs
- Access to portfolio companies of PayU to meet-ups and mentorship of relevance; with PayU given prior information

Session at Mentor connect

- A **45 minutes speaker session/workshop** to a senior **PayU** executive to address the extremely enthusiastic and promising startup crowd at Eureka!
- Prolonged one-on-one interaction with the semifinalist startups during the mentoring sessions
- A **virtual kiosk**/registration desk (available on online meet platforms) can be provided for **direct interaction with semifinalist startups of Eureka!** with promotional activities and brand activation for **PayU**
- Sponsor branding in the online networking and workshop platform.
- Customized ads videos can be played in the online workshops

Database of Eureka Startups

- Detailed database of the 130 semi-finalists of Eureka will be provided (all tracks)

Annual Report

- Logo mention in the Annual Report sent to 500+ corporate associates as **Associate Title sponsor of Eureka 2021**

Outdoor Publicity Campaigns

- Logo mention in Eureka's publicity done in **newspapers** (previous partners The Hindu, Business Standard, ET)
- Logo mention/Mention in all the **articles in leading websites** such as Inshorts and Inc42

Online Publicity Campaigns

- Logo integration and publicity through all our **social media channels** (Facebook, Instagram, LinkedIn, Twitter) in the publicity campaigns
- Logo integration at the **top of our Eureka website** which will be hyperlinked to **PayU website**
- Logo mention as **Eureka Associate Title Sponsor** among **6 rounds of mailers** sent to a large database of nearly **30 lakh entrepreneurs**, corporates, and students via our public relations associates.
- Logo mention in the mailers from **100+ VC** associated in their database of startups across India

- Prolonged visibility with Logo mention and website hyperlink as the Associate Title Sponsor on the Eureka! 2021 website
- Logo presence on the finalist and winner certificate of Fintech track

Illuminate - Pre Eureka Workshop

- Logo mention on the kit given to nearly **4000+ attendees** of Illuminate
- **Half-page branding** on the workshop information booklet given to all the attendees

E-Summit- 2022 Deliverables:

Having a footfall of 30,000+ majorly including corporates and entrepreneurs, E-Summit is a 2-day paid event comprising 700+ startups, 120+ events, and 150+ speakers from around the globe. E-Summit is covered extensively by the media and aired on TV as well.

Some of our past years' speakers include -

- Mr. Deepak Parekh (Chairman, HDFC)
- Mr. Scott Marcar (CIO, Deutsche Bank)
- Mr. Jordan Belfort (American Author)
- Mr. Zakir Khan (Standup Comedian)
- Mr. Ram Shriram (Founding Board Member, Google)
- Ms. Vani Kola (Managing director, Kalaari Capital)
- Mr. Kunal Bahl (Co-founder and CEO, Snapdeal)
- Swami Ramdev (Founder, Patanjali Ayurved)
- Mr. Manish Sisodia (Deputy Chief minister, Delhi)

Large Scale Deliverables

- Access to the **database of the startups in the networking arena** of E-Summit 2022
- Speaker session to a senior official from PayU in the E-Summit 2022
- **Networking opportunities** with the startups in the networking arena
- **12 Professional passes** of E-Summit 2022 will be provided
- Logo mention with website hyperlink as the **Eureka Associate Title sponsor** on E-Summit 2022 website which has close to 40 Lakh hits

Contact us



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