

## **START-UP SUMMIT**

### **INTRODUCTION:**

START-UP SUMMIT aims at giving the students a chance to be innovative and showcase their startup idea and give them wings by designing their own B-Plan and also gives them the opportunity to present it to a panel of judges. It is a unique opportunity for the best brains of the college to enhance their entrepreneurship skills. This will be a chance for the interested students to plan and simulate their business idea on a virtual basis and give them a rich learning experience so as to think on their feet.

### **EVENT SPECIFICATION:**

#### **Round 1 - Online**

Participants are required to send a summary of their idea in 150-300 words.

Date – A week before the event around 15 April

#### **Round 2 - Offline**

The shortlisted teams have to prepare a ppt about their startup idea and have to present their idea in front of a panel of judges.

Total Duration - 10 mins (5mins - Pitch & Presentation + 5mins - Q/A)

#### **Round 3 - Offline**

The shortlisted teams have to prepare a B-Plan for their startup in the specified format and have to present the PPT + pitch to the panel of judges.

Total Duration - 10 mins (5mins - Pitch & Presentation + 5mins - Q/A)

#### **Format of B-Plan:**

1. About the product
2. SWOT Analysis
3. Industry Analysis

### **TEAM SPECIFICATION:**

A team may consist of a maximum of 3 participants.

### **ELIGIBILITY:**

All students with a valid identity card of respective educational institutes are eligible to participate.

### **EVENT COORDINATOR**

Varun Gupta (*Mobile No. - 8377058778*)