# INITIATIVES

## Buddy Program

Enthusiastic students with promising ideas will be provided individual mentorship from entrepreneurs and paired with a founder/CEO to guide them.

## Start-Up Visits

The alumni of MIT own multiple start-ups/industries. The proposed body would arrange for visits to these locations for a better ground understanding.

## Idea Validation Meetups

A platform for start-up enthusiasts to get their ideas validated by seasoned mentors, faculty, and alumni from different industry sectors.

## B-Model Competitions

The primary objective of this annual Business Model competition is to encourage and support entrepreneurs by letting them go a step further with formulating a business model.

## Rural Entrepreneurship Division

A dedicated division focused solely on promoting innovation and entrepreneurship in the rural sector to impact rural society positively.

## Camps and Workshops

Our primary role will be to periodically hold camps and hands-on workshops for training potential entrepreneurs to be ready for setting up their start-ups.

# RESOURCES

## Podcasts

* The GaryVee Audio Experience:

The podcast is hosted by CEO, entrepreneur, investor, vlogger, and public speaker Gary Vaynerchuk. His keynote speeches on marketing and business, interviews, and fireside chats are blended with his current thoughts for an engaging audio experience.

* a16z podcast:

Produced by Andreessen Horowitz (aka “a16z”), this podcast is a Silicon Valley-based venture capital firm. The a16z Podcast discusses tech and culture trends, news, and the future – mainly as ‘software eats the world’. It features industry experts, business leaders, and other fascinating thinkers and voices from around the world.

* Entrepreneurs on Fire:

An award-winning podcast where the host & the founder ‘John Lee Dumas’ interviews inspiring entrepreneurs to help you along your entrepreneurial journey! With over 100 million listens of his 3000+ episodes, JLD has turned Entrepreneurs OnFire into a media empire that generates over a million listens every month and 7-figures of NET annual revenue 8-years in a row.

* The Tim Ferris Show

Produced by a self-experimenter and bestselling author, Tim Ferriss. In each episode,

he deconstructs world-class performers from diverse areas (investing, sports, business, art, etc.) to extract the tactics, tools, and routines you can use. This includes favourite books, morning routines, exercise habits, time-management tricks, and much more.

* HBR Ideacast

A weekly show hosted by Sarah Green Carmichael featuring lively interviews with industry professionals, scientists, and journalists—some famous, others more behind the scenes—covering one general topic or issue per episode. Follow them as they take a deep dive into several various industries and gain powerful insights.

* How I Built This

Guy Raz dives into the stories behind some of the world’s best-known companies.

How I Built This weaves a narrative journey about innovators, entrepreneurs, and idealists—and the movements they built. This podcast offers priceless insights and inspiration from the world’s top entrepreneurs on starting, launching, and creating a successful venture.

## Videos:

* Startup Grind

Startup Grind is the world’s largest community of startups, founders, innovators, and creators. They bring like-minded yet diverse individuals together to connect, learn, teach, help, build, and belong. They do this daily through their local events, flagship conferences, startup programs, partnerships, and online media + content - collectively reaching over 3.5 million individuals worldwide.

* Ted Talks

TED is a nonprofit devoted to spreading ideas, usually in the form of short, powerful talks. Ranging from real-life experiences to the latest in almost every professional and non-professional field, Ted Talks inspire people to be creative and be the change they want to see in the world. Their goal is to inform and educate global audiences in an accessible way.

* How to Evaluate Startup Ideas

YC Partner Kevin Hale walks us through the process of evaluating ideas and how founders should think about their startups. From searching for a problem worth solving to finding a feasible solution—a startup idea is born. This process of analysing startup ideas is what Kevin Hale elucidates in his videos.

* Backstage with Millionaires

Prithvi, an Indian entrepreneur, has been a media professional for most of his life and loves to engage with and build communities. Caleb, on the other hand, is a Canadian photographer and videographer who came to India to travel and decided not to leave. The idea behind this initiative is to share interesting, entertaining, and educational content about entrepreneurship and starting up businesses, focusing on India’s startup ecosystem.

* Stanford Business

The mission of Stanford Graduate School of Business is to create ideas that deepen and advance our understanding of management and, with those ideas, to develop innovative, principled, and insightful leaders who change the world. Stanford Business gives the best business tips for budding entrepreneurs and professionals to manage their ventures. Learn right from qualified experts in the industry as they provide sound advice on excelling in business management.

* Hubspot

Hubspot is an ecosystem uniting software and community to help businesses grow better every day. It was founded ‘inbound'—the notion that people don’t want to be interrupted by marketers or harassed by salespeople but want to be helped. In addition, HubSpot’s Academy is the worldwide leader in inbound marketing, sales, and service education. Since 2012, HubSpot Academy has been on a mission to transform the way people and companies grow, offering online training for the digital age: courses, projects, certifications, and software training.

## Newsletter:

* Harvard Business Review

Harvard Business Review (HBR) is a general management magazine published by Harvard Business Publishing, a wholly-owned subsidiary of Harvard University. HBR is published six times a year and is headquartered in Brighton, Massachusetts. Several management concepts and business terms were first given prominence in HBR. This magazine aims to provide insightful advice about how to run and manage your start-up projects effectively.

* YourStory

They work from India to bring the best and the brightest entrepreneurs into the limelight they deserve. YourStory team brings you stories of entrepreneurs and change-makers, funding analyses, resource pieces and the first glimpse of emerging trends from India’s entrepreneurial ecosystem, as well as profiles of great businesses and entrepreneurs from all over the world. Their mission has been to tell stories that matter, stories with heart, with drive, and that wouldn’t be possible without the passion of our team – they are the heart and soul of YourStory.

* A Junior VC

A Junior VC was started in 2018 with the belief that there is whitespace on conversations by venture capitalists in India’s entrepreneurial and startup ecosystem. They cover a vast area of topics that range from talks with budding venture capitalists to encouraging more entrepreneurs to realise their dreams in the global arena; A Junior VC is the right place for your start-up round-up.

## Blogs

*“Blogging is to writing what extreme sports are to athletics: more free-form, more accident-prone, less formal, more alive. It is, in many ways, writing out loud.”*

*- Andrew Sullivan*

* 500 Startups

500 Startups is an early-stage venture fund and seed accelerator founded in 2010 by Dave McClure and Christine Tsai. It is a global venture capital firm with a network of startup programs for founders, mentors, and investors. Its mission is to uplift people and economies around the world through entrepreneurship. Their investment team and mentor network has operational experience at companies like PayPal, Google, Facebook, Instagram, YouTube, Yahoo, LinkedIn, Twitter, and Apple.

* Seth Godin’s Blog

Seth Godin is a marketer but in the broadest sense of the word. He breaks the rules, doing things his way, and making sure the ideas he shares are in the spotlight, making his blog quite addictive, especially to first-time readers. While his subject matter is online marketing, he also talks about how people sell their ideas and how new technology can be a game-changer. His blog is full of insights into the social changes wrought by technology and the nature of creativity, and it offers loads of practical advice.

* Mixergy

The Mixergy Mission introduces you to doers and thinkers whose ideas and stories are so powerful that just hearing them will change you. It is a place where successful people teach ambitious upstarts. An online platform that provides education for startups and entrepreneurs—Mixergy is where the aspiring learn from a mix of experienced mentors through interviews and courses about communication, marketing, finance, business, customer care, and more.

* Brian Solis

Brian Solis is a globally recognised independent digital analyst, anthropologist, award-winning author, prominent blogger/writer, and world-renowned keynote speaker and hosts *(r)evolution*. This popular online video series examines technology, trends and best practices. For almost 30 years, Solis has studied and influenced the effects of emerging technology on business and society. His research and books help executives, and everyday people better understand the relationship between the evolution of technology and its impact on people and our role in development. The blog aims to achieve the same, targeting a larger audience to inspire.

* startups.com

Startups.com’s mission is to help bring more founders and startups into existence by providing education and tools to walk aspiring founders through the entire startup process, including education, business planning, mentorship, customer acquisition, funding, and staffing. It is the world’s largest startup platform, helping over 1 million startup companies find customers, funding, mentors, and world-class education through services like Startups.co, Bizplan, Clarity.fm, Launchrock, Fundable, and Zirtual.

* Under 30 Blog

This informative blog deals with startup management, entrepreneurship ideas, advertisements, marketing, and successful business. It is not merely an entrepreneurial blog but has something for everyone trying to beat unproductivity. Featuring successful people who are still under 30, the blog highlights their core strengths so that others can follow and do the same. Sometimes it focuses on freelancers, startup owners, and sometimes investors. It is helpful for entrepreneurs because they can learn a lot about the types of businesspeople usually do and realign their business strategies.

## Web Series

* TVF Pitchers

Four budding entrepreneurs found a start-up only to realise that this has been what their life is all about—they were not destined for regular jobs. It also documents their subsequent journey to success. TVF Pitchers is a story of the trials and tribulations of four young entrepreneurs who quit their day jobs to pursue their start-up venture. This begins a series of situations where the four friends rediscover what they really want in life and the challenges they face in getting their start-up idea off the ground. The story is inspired by the HBO TV series “Silicon Valley”, but the plot is well designed for Indian audiences who are not well versed with the startup’s idea.

* Shark Tank

Primarily for entertainment, this television show will keep you hooked with the contestant’s wild ideas and creative ventures that they hope to turn into reality with corporate support. Aspiring entrepreneurs worldwide pitch their business models to a panel of investors and persuade them to invest money in their idea. This Emmy Award-winning show has been the launching pad for some of the most outstanding products ever sold. The Sharks—Mark Cuban, Kevin O’Leary, Barbara Corcoran, Daymond John, Lori Greiner and Robert Herjavec (along with other celebrity guest sharks) have made deals with - or passed on - some fantastic brands.

* Silicon Valley

Sprinkled with humour, this web series takes you on a virtual tour of the Silicon Valley start-up ecosystem and the challenges every small company faces in the rat race to success. It follows the struggle of Richard Hendricks, a Silicon Valley engineer trying to build his own company called Pied Piper. This comedy series follows the misadventures of introverted computer programmer Richard and his brainy friends attempting to strike it rich in a high-tech gold rush.

## Events

* Collision

Dubbed as the Olympics of Tech, Collision is one of the world’s largest technical conferences. Startups from around the world, led by their founders and members, mingle with top companies and professionals from almost every technical field to make this grand event happen. The meetup brings together emerging tech innovators, buyers and sellers, experts, and thought leaders to discuss where technology is headed and how to use it for good. With prime objectives such as bridging the gap between technology buyers and sellers, discussing the needs of the public and tech adopters, and the capabilities of the creators, moving forward, and many more, it is a highly anticipated event.

* Techstars Startup Weekend

Startup Weekend is a three-day program where aspiring entrepreneurs can experience startup life. Spanning hundreds of cities worldwide, they work with leading organisations to support entrepreneurs and help them turn ideas into reality. From startup founders to corporate employees to visionary dreamers, entrepreneurs hold the keys to the most significant challenges of our time. At Techstars, they help grow their ideas into world-changing businesses.