



Bharati Vidyapeeth (Deemed to be university) College Of Engineering, Pune-43



Entrepreneurship
Development Cell
BVUCOE

ESUMMIT

24-25 MARCH, 2018, BVUCOE

where knowledge knocks out competition.....

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Principal,
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ABOUT EDC

THE ENTREPRENEURSHIP DEVELOPMENT CELL OF BVUCOE, PUNE AIDS ASPIRING ENTREPRENEURS IN ORGANIZING THEIR OWN VENTURES BY PROVIDING THEM WITH MENTORING, CONSULTANCY NETWORKING AND ALSO ASSISTING THEM TO ATTAIN RESOURCES IN TERMS OF MONETARY FUNDS IN OCCASIONAL CASES. WE AT EDC HELP INSTIGATE ENTREPRENEURIAL THINKING AMONG THE YOUTH AND HELP THEM LEARN TO MAKE PRIME USE OF THE OPPORTUNITIES AS THEY COME BY.

HISTORY

IN THE LAST 4 YEARS, WE HAVE SUCCESSFULLY CONDUCTED AROUND 15 COLLEGE LEVEL SEMINARS, WORKSHOPS AND 3 CITY LEVEL E-FESTIVALS. NUMEROUS EVENTS LIKE THE SOCIAL ENTREPRENEURSHIP CHALLENGE, INTERNSTELLAR, E-SUMMIT, START-UP CONCLAVE AND VARIOUS OTHER WORKSHOPS LIKE BUSINESS MODEL CANVAS, BUSINESS PLANNING, WEB DEVELOPMENT, MACHINE LEARNING HAVE BEEN ORGANISED BY THE CELL THAT HAS PROVIDED THE STUDENTS WITH A PLATFORM TO TRANSFORM THEIR VISION TO REALITY.

MANY START-UPS HAVE ALSO BEEN FLOURISHED UNDER THE GUIDANCE OF THE CELL AND SOME OF THEM INCLUDE HOW TO SAY IT, SCOOTYWALA, DISCOVERED, TUTORPROS, INTELICO, ETC. WE HAVE ALSO COLLABORATED WITH NUMEROUS ORGANIZATIONS TO HELP ACHIEVE OUR OBJECTIVE BEHIND EVERY EVENT AND SOME PROMINENT COLLABORATORS ARE NASSCOM, GOOGLE DEVELOPMENT GROUP, PUNE OPEN COFFEE CLUB AND JOSHTALKS.

ABOUT E-SUMMIT

THIS YEAR WE ARE ORGANIZING E-SUMMIT TO HELP 'WANNAPRENEURS' COME TOGETHER AND COMPREHEND EVERYTHING ABOUT THE CORPORAL ECOSYSTEM. WE AT EDC WANT TO CONTRIBUTE OUR BIT TO THE ENTREPRENEURIAL COMMUNITY BY INCULCATING WITHIN THE YOUTH THE VITALITY OF ENTREPRENEURSHIP AND HELP MOLD THEIR KNOWLEDGE OF THE BUSINESS WORLD. THIS INITIATIVE BY THE E-CELL FOSTERS THE INEXPERIENCED TO CONNECT WITH PEOPLE WHO ARE ALREADY A PROMINENT PART OF THE START-UP COMMUNITY.

EVENTS

24-25 MARCH, 2018, BVUCOEP

PANEL DISCUSSION

- **JOBS VS HIGHER EDUCATION VS START-UPS**

WITH THE INCREASING NUMBER OF CAREER CHOICES IN FRONT OF STUDENTS, COMES THE INDECISIVENESS IN TAKING THE RIGHT PATH AHEAD. THE DISCUSSION HAS BEEN AIMED AT HELPING THE ATTENDEES TO COME UP WITH AN EFFICIENT SOLUTION ON A SUBJECTIVE BASIS. EXPERIENCED PERSONALITIES WOULD DISCUSS THE PROS AND CONS OF EACH AND WOULD GUIDE THE PARTICIPANTS BY CLARIFYING THEIR RESPECTIVE DOUBTS AND PROBLEMS.

WORKSHOPS

TECHNICAL TRACK :

1) BLOCKCHAIN BASICS:

BLOCKCHAIN TECHNOLOGY IS WIDELY REGARDED AS A REVOLUTIONARY TECHNOLOGY. AND BANKING AND FINANCIAL INDUSTRY ARE AT THE FOREFRONT OF EXPERIMENTING WITH THIS TECHNOLOGY. THE COMPREHENSION OF THIS TECHNOLOGY AND ITS POTENTIAL IMPACT ARE STILL IN PRIMITIVE STAGES AND RAPIDLY EVOLVING. THE OBJECTIVES OF THIS WORKSHOP INCLUDE:

- GAIN A DEEPER UNDERSTANDING OF THE BASIC CONCEPTS UNDERLYING THE TECHNOLOGY;
- EXPLORE THE MOST COMMON APPLICATIONS BEING EXPERIMENTED HANDS ON;
- COMPREHEND THE DESIGN PATTERNS OF APPLICATIONS AND PLATFORMS SUCH AS THE BITCOIN, ETHEREUM, HYPERLEDGER FABRIC, STELLAR, RIPPLE, NEM, SAWTOOTH LAKE, ET AL.

2) HACKING PROBLEMS USING MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE :

THIS WORKSHOP WILL ACQUAINT THE PARTICIPANTS WITH THE CONCEPT OF MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE. AS TECHNOLOGICAL ENTREPRENEURS, MACHINE LEARNING HAS BEEN AN INTEGRAL PART OF THE BUSINESS ECOSYSTEM. THIS SESSION WILL TEACH YOU ADVANCED CONCEPTS OF MACHINE LEARNING (ML) PROGRAMS, DATA SCIENCE ROUTINES, AS WELL AS TECHNIQUES FOR DESIGNING NEW ML ALGORITHMS. THE WORKSHOP AIMS TO PROVIDE A BETTER UNDERSTANDING OF IMPLEMENTING MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE TO HACK DAY TO DAY PROBLEMS.

3) DRONES AND MOBILITY

THE GLOBAL MARKET FOR COMMERCIAL DRONES IS GROWING RAPIDLY. DRONES ARE BECOMING AN ESSENTIAL PART OF THE TRANSPORTATION INDUSTRY. THESE DAYS, WITH THE EXPANDING DRONE CULTURE, MORE AND MORE CORPORATES AND STARTUPS COMPETE FOR URBAN AIRSPACE. THE WORKSHOP WOULD AIM TO EXPAND THE UNDERSTANDING OF THE PARTICIPANTS ABOUT THE STRUCTURE AND PROGRAMMING OF DRONES AND ADVANCEMENTS ALONG THE SAME LINE.

BUSSINESS TRACK

1) DIGITAL MARKETING :

24-25 MARCH, 2018, BVUCOEP

IT TOOK RADIO BROADCASTERS 38 YEARS TO REACH AN AUDIENCE BASE OF 50 MILLION. TELEVISION 13 YEARS AND THE INTERNET JUST TWO YEARS. THERE ARE 2 BILLION PEOPLE ACCESS THE INTERNET DAILY GLOBALLY AND THIS NUMBER IS RAPIDLY GROWING. EVERYONE IS HOOKED TO THE INTERNET EITHER THROUGH SMARTPHONES, TABLETS OR THROUGH LAPTOPS AND PCS. THE ONLINE PLACES WHERE THESE NETIZENS ARE PRESENT ARE TARGETED BY MARKETERS. SUCH PLACES ARE WEB MAILS, GOOGLE SEARCH, FACEBOOK AND WEBSITES OF NEWS PORTALS ETC. MASTERING THE ART OF PROMOTING YOUR BUSINESS IN THESE PLACES IS DIGITAL MARKETING.

THE INCREASE IN SPENDING ON DIGITAL MARKETING HAS OBVIOUSLY CREATED DEMAND FOR DIGITAL MARKETING PROFESSIONALS. HOWEVER, THERE IS NOT MUCH FORMAL TRAINING OR EDUCATION AVAILABLE FOR THESE PROFESSIONALS TO GROOM THEMSELVES IN THIS DOMAIN. THIS DIGITAL MARKETING TRAINING / WORKSHOP COVERS DIFFERENT TOOLS OF DIGITAL MARKETING, CHOOSING RIGHT TOOL IN A SPECIFIC SITUATION, BUDGETING AND ANALYSIS. IT ALSO ATTEMPTS TO EXPLAIN HOW TO CREATE AND EXECUTE INTEGRATED DIGITAL MARKETING CAMPAIGNS.

2) CREATIVITY FOR STARTUPS AND STUDENTS

THE WORKSHOP IS DESIGNED TO ENABLE LEADERS TO SOLVE EXISTING PROBLEMS IN CREATIVE WAYS USING THE DESIGN THINKING METHODOLOGY. CONVENTIONAL PROBLEM-SOLVING TOOLS LEAD TO RUN-OF-THE-MILL SOLUTIONS. HENCE IN A FAST-CHANGING WORLD, THE PROBLEM-SOLVING METHODOLOGY HAS TO BE DIFFERENT. DESIGN THINKING, WITH ITS EXPLORATORY, OPEN-ENDED APPROACH PROVIDES THE ANSWER.

2) FUNDING 101

INDIA IS WITNESSING A STARTUP REVOLUTION AND TO CAPITALIZE THE POTENTIAL OF INDIA'S INNOVATORS AND ENTREPRENEURS A VIBRANT FINANCIAL ECOSYSTEM IS ESSENTIAL. GETTING FUNDING IS A CRUCIAL ELEMENT TO KICK OFF ANY START-UP; THERE ARE VARIOUS METHODS OF FUNDING THAT ARE POPULAR IN THE START-UP COMMUNITY NOWADAYS, INCLUDING TRADITIONAL ANGEL, VC AND NEWLY CREATED CROWDFUNDING ETC. THIS INTENSIVE WORKSHOP WILL HELP ENTREPRENEURS AND STARTUP TO UNDERSTAND THE BEST WAYS OF GETTING FUNDED, DEAL STRUCTURING AND TERM SHEET NEGOTIATION AND DOCUMENTATION. YOU WOULD HEAR AND INTERACT WITH INDUSTRY PRACTITIONERS, STARTUP INVESTORS AND INCUBATORS TO GAIN INSIGHT ON HOW TO BUILD A SUCCESSFUL BUSINESS.

JUGAAD - ADVERSITY INTO OPPORTUNITY

THE BEST QUALITY OF AN ENTREPRENEUR IS TO CONNECT THE CHAIN OF IDEAS. PUTTING THE ATTENDEES' CREATIVITY TO TEST. THEY WILL BE GIVEN 2 HOURS WITH A BOX FULL OF UNRELATED RANDOM OBJECTS WHICH WILL BE UTILIZED BY THEM TO MAKE A PRODUCT THAT CAN SOLVE ANY DAY TO DAY PROBLEM AND THEN PITCH THE PRODUCT TO THE PANEL. IT'S AN INNOVATION FROM THE SCRATCH IN ITS PURE SENSE!

— 24-25 MARCH, 2018, BVUCOEP —

STARTUP INTERNSHIP PLACEMENT PROGRAM (SIPP'18)

THE PROGRAM AIMS AT PROVIDING THE STUDENTS WHO ARE ENTHUSIASTIC ABOUT WORKING IN AN ENTREPRENEURIAL ENVIRONMENT AN OPPORTUNITY TO REALIZE THEIR DREAMS. STARTUP INTERNSHIP PLACEMENT PROGRAMME WILL SEE THE PARTICIPATION OF STARTUPS BACKED BY PRESTIGIOUS VENTURE CAPITAL FIRMS. OFFERING JOBS IN VARIOUS PRO LES LIKE TECHNOLOGICAL DEVELOPMENT, DESIGN, CONTENT DEVELOPMENT, BUSINESS DEVELOPMENT, AND MARKETING.

DELIVERABLES FROM E-SUMMIT, BVUCOEP 2018:

- UNDERSTAND ENTREPRENEURSHIP FROM THE CORE AND GUIDANCE TO BUILD YOUR OWN BUSINESS PROPOSAL AND DRAFT YOUR OWN BUSINESS MODEL.
- OPPORTUNITIES TO BE PLACED BEFORE GRADUATING.
- NETWORK WITH MENTORS, START-UP FOUNDERS, INVESTORS AND PEOPLE WHO ARE ALREADY A PROMINENT PART OF THE START-UP COMMUNITY.
- EXPOSURE TO THE RECRUITMENT PROCESS TO HELP GAIN KNOWLEDGE ABOUT THE CORPORATE LANDSCAPE.
- OPPORTUNITY TO PUT FORTH YOUR START-UP IDEA TO GAIN MONETARY ASSISTANCE.
- PANEL DISCUSSION TO CONFER ABOUT COURSES OF ACTION POSTERIOR TO GRADUATION.

TIMELINE OF EVENT

24TH MARCH (SATURDAY)

DAY

1

10:00 – 11:00 AM INAUGURATION CEREMONY AND TALKS BY OUR CHIEF GUESTS

10:00 - 12:00 AM SIPP SCREENING/TEST

11:00 – 12:00 AM PANEL DISCUSSION (JOBS VS STARTUPS VS HIGHER EDUCATION)

12:00 – 12:45 PM LUNCH BREAK.

12:45 – 2:00 PM WORKSHOP 1

TECHNICAL TRACK : BLOCKCHAIN BASICS

BUSINESS TRACK : DIGITAL MARKETING

2:00 – 3:30 PM WORKSHOP 2

TECHNICAL TRACK : HACKING PROBLEMS WITH MACHINE LEARNING AND AI

BUSINESS TRACK : BUSINESS MODEL

3:30 – 5:00 PM WORKSHOP 3

TECHNICAL TRACK : DRONES AND MOBILITY

BUSINESS TRACK : FUNDING 101

24TH MARCH (SUNDAY)

DAY

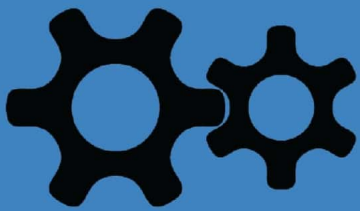
2

9:00 AM – 12:15 PM JUGAAD

9:00 AM ONWARDS - SIPP INTERVIEWS

eSUMMIT

— 24-25 MARCH, 2018, BVUCOE —



TO ACQUIRE

**TECHNICAL AND
BUSINESS SKILLS**



TO WORK

**WITH BEST
STARTUPS
ACROSS
MAHARASHTRA**



TO NETWORK

**WITH STARTUPS,
MENTORS INVSTORS,
PROFESSIONALS AND
STUDENTS**

Chairman:

Prof. Anand Bhalerao
Principal,
BVDUCOE,Pune

Convener:

Prof. Sudhir Kadam
Prof. Suyog Hirve
EDC-Cell In-charge

Organizer:

Shashank Shekhar Mishra
Head
EDC,BVUCOE

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**Date: 24 & 25
MARCH, 2018**

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Venue:
BVDUCOE,PUNE-43