



illuminate

Illuminate workshop proposal



About E-Cell, IIT Bombay

- The Entrepreneurship Cell, IIT Bombay (E-Cell) firmly believes that emerging economies like India need the drive and innovation of young entrepreneurs.
- In order to achieve our vision of promoting the spirit of entrepreneurship among the youth, E-Cell has conceptualized many initiatives for college students as well as young entrepreneurs and working professionals.
- E-Cell, IIT Bombay has been recognized as Asia's largest Entrepreneurship promoting student organization in the country by the "National Entrepreneurship Network Achievement Awards" instituted by the Wadhvani Foundation and was felicitated at TiECon 2005.



THE ENTREPRENEURSHIP CELL
IIT BOMBAY

CREATING JOB CREATORS

CREATING JOB CREATORS

IIT BOMBAY

THE ENTREPRENEURSHIP CELL

International Business Model Competition

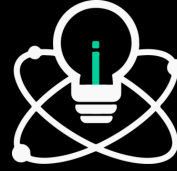
Vision: Aims at encouraging people from across the globe to flesh out their ideas and form global enterprises that combine technology, vision and business acumen.

- Established since 1998 to stimulate the spirit of entrepreneurship and business awareness among people all over the world.
- Fast-tracks the journey from an innovative idea to commercial success.
- Provides a platform for potential ideas and early-stage startups to evaluate their plan in the risk-free environment of a competition.
- Imparts a 360 degree holistic experience in the 5 month period it spans right from providing a platform to acknowledge the potential of an idea, make a business model and pitch in front of panel of investors!
- Winners get prizes worth over INR 80 Lakhs.



Eureka! Highlights

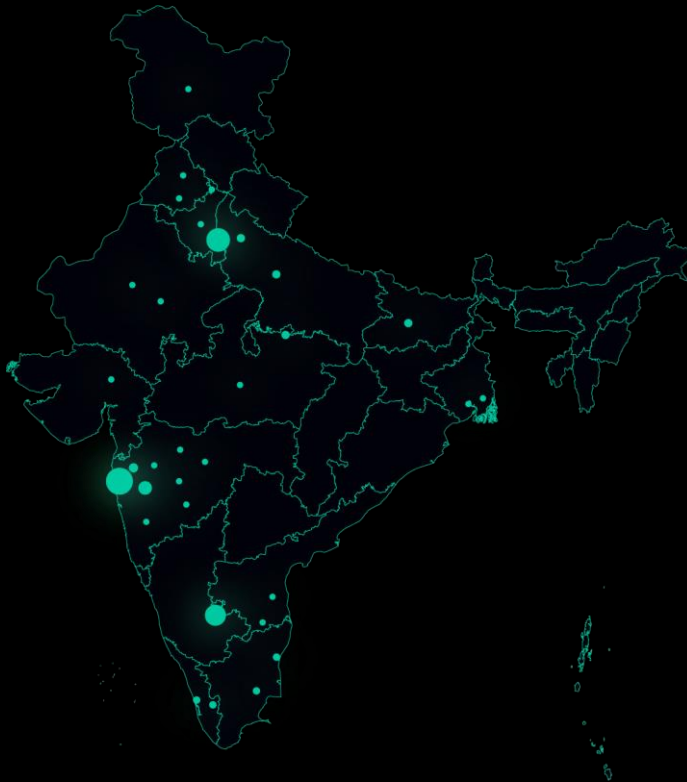
- In 2010, Thomson Reuters, world's reputed news agency declared Eureka! as "Asia's Largest Business Plan Competition".
- Eureka 2011 Collaborated with BASES (Business Association Of Stanford Entrepreneurial Students), Stanford University, sending its winners to the finals of E-Bootcamp in Silicon Valley.
- Over the 22 years of its existence, Eureka! has grown from a competition in which 50 teams competed for INR50,000, to a competition which sees over 15,000 entries competing for prizes worth INR 8 Million at stake with excellent networking opportunities in India and the Silicon Valley!



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The Pre-Eureka! Workshop

- The aim of the workshops is to create awareness about the intricacies related to entrepreneurship, scripting a Business Model, Marketing and Finance.
- The workshop will go a long way in encouraging your students to participate in Eureka! and get a chance to go to IIT Bombay.
- These workshops will be conducted by experts & real entrepreneurs.
- It's an extensive one day workshop of 5-6 hours consisting of speaker session, case study training, hands on experience with Business Model and lots more in store for you.



10,000+
students

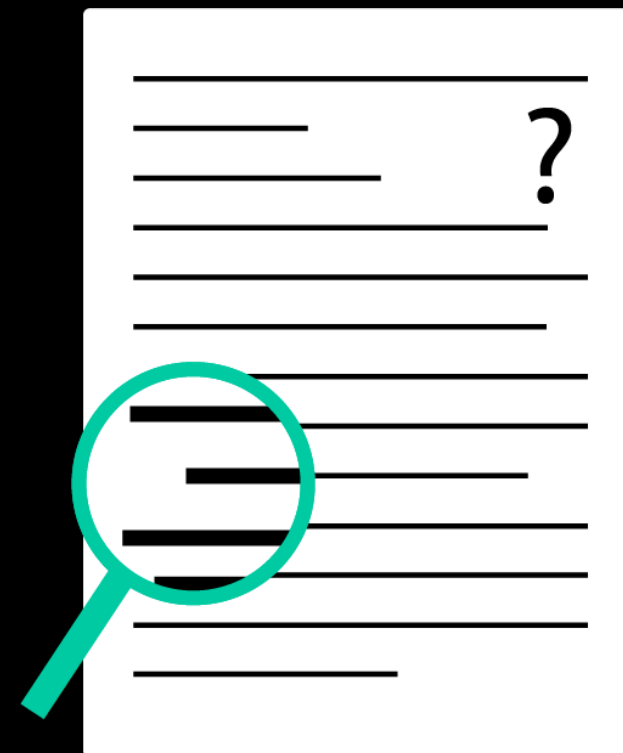
200+
workshops

15+
states

VISIT : <http://ecell.in/illuminate>

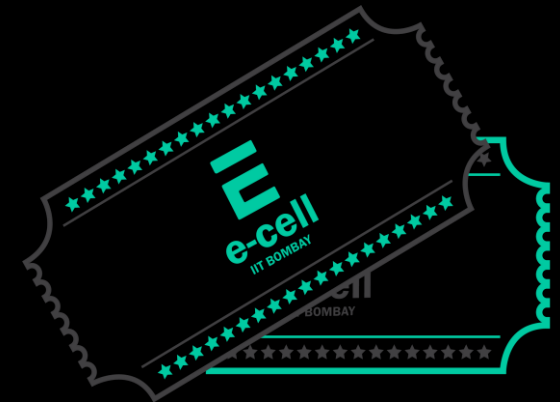
Requirements

- Confirmation letter signed by Principal/Faculty at least a week before the selected date.
- Seminar hall for 1 day with seating capacity of 100+ students of your college, with good quality public address system.
- College will have to bear the food arrangements at the college nearest hotel or in the college for the expert/trainer (if required).
- College to provide 3 student coordinators and 1 staff/faculty to manage the event in your college.
- At Least 1 flex must be put in your college about Illuminate workshop by E-Cell, IIT Bombay for publicity in your college.
- The college is expected to provide a database of students attending the workshop. E-Cell, IIT Bombay will not pay any cost for venue booking.



Schedule and Fees

- Your college can select any dates for the workshop b/w 15th July - 30th October 2022 dates should be discussed in prior with E-Cell IIT Bombay.
- 1 Day Pre eureka workshop, 5-6 hours of session from 10 AM to 4 PM (preferably) including 1 hour break.
- Workshop fee is INR 800 only per student (inclusive of service tax).
- Fees includes training, certification and startup-kit with business model canvas.
- E-Cell, IIT Bombay will bear expenses for:
 - Trainer's outstation (includes travelling and food (during travelling) expenses)
 - Startup kit
 - Minimum of 80 participants are needed for the workshop to take place. Participants may even be from outside the campus/college premises



illuminate Workshop Structure

Session	Topic	Activity	Duration
1	Kickstart your journey	Get insights into entrepreneurship and the challenges faced in business. What is the mindset of entrepreneurs? What are the Skill-sets required for starting up?	30 min
2	Idea generation and design thinking	Learn how to generate new ideas and how to get your idea validated? Find your ideas and validate your idea to check its feasibility problem identification	45 min
3	Building your team	Find out the importance of building a strong team and what are the ways in which you can develop a good team for your startup and idea.	20 min
4	Business model	Understand what a business model is and why it is important. Start making your own business model using a lean startup canvas.	40 min
5	Practice your learning	Practice what you have learned about Business Model Canvas. Make a team among yourself and start filling the BMC on the generated idea.	60 min
6	Finance fundae and Marketing	Understand the basics of finance required for startups. Figure out various types of pricing strategies and funding types and the meaning of terms like equity & incubator.	40 min
7	The Art of pitching	Understand the importance of pitching and get some insights on how to effectively pitch your product/idea in front of investors?	20 min
8	Final pitch	Get a chance to present what have you learned by Pitching in front of the mentor and get reviews from the mentor on how to tweak your business model/ idea.	30 min
9	QnA	Clear your doubts about anything and everything related to the workshop and entrepreneurship	20 min

Benefits to your College and Students Coordinator

- Your college students will be learning from seasoned entrepreneurs and professionals
- Privilege to become the exclusive **workshop partner** conducted by E-Cell IIT Bombay at your college
- Exclusive kits were given to all participating students
- All certificates will be jointly certified by E-Cell IIT Bombay and workshop associates
- Certificate of Participation to all student participants
- **Certificate of Coordination** to 4 student coordinators for the successful coordination
- **Free workshop** for student Coordinators (maximum up to 4 coordinators)
- Certificate of Appreciation to Faculty Coordinator for contribution

What can you **gain** by attending these workshops

- **Certificate** of completion of the extensive entrepreneurship workshop by E-Cell IIT Bombay
- A high-end professional **Kit** with business-related pamphlets, a book, badges of the E-Cell IIT Bombay, and workshop supplies
- Professionally created **resources** on entrepreneurship that can help you to get engaged in workshops.
- An evocative **Book** that can help you to enhance your personality and time management skills which are key elements in any entrepreneur.
- Get access to **free sessions** on marketing and finance as well as upcoming courses on other subjects relevant to startups.
- A chance to attend **E-Summit 2023**, where you may network with a large number of experts and participate in events where you can pitch your startup.





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Contact Us



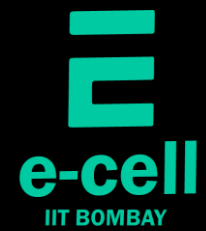
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Creating Job
Creators