



LUCKNOW
FOSTERING
ENTREPRENEURSHIP

Supporting Partnership Proposal

For

UP on Rise

“Empowering Entrepreneurs for Global Success”

on

19th March 2023

with

Inspirational Business Leaders

An Introduction to TiE



TiE (The Indus Entrepreneurs) is the **world's largest entrepreneurship Non- Profit Organization.**

It was started by leading entrepreneurs of the **Indus region in Silicon Valley in 1992. Today it has 60+ chapters in 18 countries**, through which it pursues its objective of nurturing entrepreneurship by way of providing education, funding, mentorship, and incubation facilities to entrepreneurs.

TiE Lucknow was inaugurated in year 2015, it has a strength of 180+ members and is continuously growing.

The Member profile consists of:

- Founders of Top Businesses & Startups of Lucknow region
- Professionals like CAs, Lawyers etc.
- Senior members of the corporate world.

TiE Lucknow is also connected with 5000+ students of different recognized management colleges of Lucknow

About the Event



We are delighted to announce that we will be hosting a major event **"UP on the Rise: Empowering Entrepreneurs for Global Success"** on **March 19th**, at **Hotel Hyatt Regency, Gomti Nagar Lucknow**. This event will bring together key stakeholders in the entrepreneurship ecosystem, including successful entrepreneurs, investors, policymakers, and more.

This is a major event featuring **three different sessions-**

Session 1: "Breaking Barriers: A Panel Discussion with Lucknow's Most Successful Entrepreneurs"

Session 2: "Unlocking Opportunities: Keynote by MSME Minister and Principal Secy. of 'Start in UP' Mission"

Session 3: "From Dreams to Reality: An Entrepreneur's Inspiring Story"

Our purpose through this event is to inspire & encourage the next generation of business leaders.

Attendees of the Event



Attendees (tentatively 150+) will consist of-

1. Members of TiE Lucknow (Founders of Top Businesses & Startups of Lucknow region)
2. Members of Similar organizations
3. Startups registered with StartinUP and reputed institutes of Lucknow
4. Students of MBA colleges like-
 - Lucknow University
 - AKTU (A.P.J. Abdul Kalam Technical University)
 - IIM Lucknow
 - IET (Institute of Engineering and Technology)
 - Integral University
 - IILM
 - Jaipuria Management Institute
 - Amity University
 - International Institute for special education

Schedule of the Event



4:00 PM to 4:10 PM: Welcome Speech by Mr. Ashish Kaul, Secretary (Past President) of
TiE Lucknow

4:10 PM to 4:20 PM: Inaugural Ceremony

4:20 PM to 4:30 PM: Introduction of the Panelists by Session Chairs Aditya Chawla &
Mahima Gurnani

**4:30 PM to 5:15 PM: Session 1: "Breaking Barriers: A Panel Discussion with Lucknow's
Most Successful Entrepreneurs"**

5:15 PM to 5:30 PM: Q&A with Attendees & Panelist & thank you note by Session Chairs

5:30 PM to 5:35 PM: Welcome & Introduction of MSME Minister

5:35 PM to 5:50 PM: Session 2: (a) "Unlocking Opportunities: Keynote by MSME Minister

5:50 PM to 5:55 PM: Welcome & Introduction of Principal Secy. of 'Start in UP' Mission"
by Session Chair Raghav Prakash

**5:55 PM to 6:10 PM: Session 2: (b) "Unlocking Opportunities: Keynote by Principal Secy.
of 'Start in UP' Mission"**

Schedule of the Event



6:10 PM to 6:15 PM: Welcome & Introduction of Mr. Anurag Jain founder of CarDekho by
Mr. Sachin Sahni, President at TiE Lucknow

6:15 PM to 7:15 PM: Session 3: "From Dreams to Reality: An Entrepreneur's Inspiring Story"
by Mr. Anurag Jain founder of CarDekho

7:15 PM to 7:30 PM: Q&A Session

7:30 PM to 7:45 PM: Thank you Note by Sachin Sahni, President at TiE Lucknow

7:45 PM to 8:00 PM: Closing Remarks

8:00 PM Onwards: Networking & Dinner

The following schedule may vary as per the availability of speakers.

Outcome of the Event



Attendees will get-

- 1- Chance to get inspired
- 2- Learning From The Best
- 3- How to generate problem-solving ideas
- 4- How to grow & scale your Business
- 5- Learning how to build a network
- 6- Learning to Develop grit

Speakers for the Event



The Tentative Speakers are:

1- **Mr. Anurag Jain, Co-Founder and COO of Car Dekho.**

CarDekho is India's leading portal helping users buy & experience cars, headquartered in Jaipur.

2- **Mrs. Smita Agarwal**- Director & CFO at PTC Industries

<https://www.linkedin.com/in/smita-vaish-agarwal-72413819/?originalSubdomain=in>

3- **Mr. Ved Krishna**- Founder at Yash Pakka Limited

<https://www.linkedin.com/in/ved-krishna-54b37625/>

4- **Mr. Rohit Manglik**- Founder and CEO, EduGorilla

<https://www.linkedin.com/in/rohitmanglik/>

5- **Mr. Jay Agarwal** - Managing Director at C.P. Milk & Food Prod. Pvt. Ltd. They **ventured into the dairy industry in 2007 with Gyan**. Growing under his inspiring leadership, today, Gyan is associated with 165,000+ dairy farmers residing in 3000+ villages across 13 districts of Central and Eastern Uttar Pradesh (UP).

<https://www.linkedin.com/in/jai-agarwal-88739b69/?originalSubdomain=in>

Event expenses




Particulars	Amount
Honorarium to all Local & outside 6 speakers	30000
Venue Charges including Banquet, Chairs, tables, sofa	165000
Stage decoration, LED Backdrop	15000
Lights & Decoration	30000
Photographer Exp. For Photos and Video of event	15000
Screen Projector Cost plus AV System	15000
Gifts & Momentos for Speakers & Attendees	10000
Volunteers and Support exp	25000
Certificates, I-cards, passes & other stationery	10000
Short Videos to promote event	10000
Event Promotional Expenses Digital (Facebook & Instagram)	25000
Hoarding at 5 Premium locations	32000
Standee and Other Promotion Material	35000
Travel Expenses	8000
Total -	4,25,000

Benefits of Supporting Partner



Supporting Partners will get an opportunity to reach the established and aspiring entrepreneurs of the Lucknow region as well as their families and friends. There is extensive PR around our events, taking the total eyeballs upwards of 10000+ in each event.

The **Supporting Partner** will get the following benefits:

-  Logo as Event Partner on creatives of the event - Backdrop, emailers & the creatives will be posted across all social media pages & groups consisting of 10,000+ Lucknow-based entrepreneurs.
-  Stall space in that event or mic time of 5 mins, Announcements during the event
-  Direct reach to 150 participants in the event and 300+ present & past TiE Lucknow members through Email & WhatsApp.

Required Support – Rs. 4,25,000 /- (Four Lakhs twenty-five thousand)

Glimpses of past events

