



# TECHKRITI'23

**Name of the Event** - Entrepreneurial Conclave, Techkriti'23

**Event organizer company name** - Techkriti, IIT Kanpur

**Venue** - District: Kanpur Nagar, State: Uttar Pradesh

**Total Number of Events** - 5 ( Startup Expo, Upstart Pioneer, Investor Connect, Panel Discussion, Talks)

**Schedule of the event** - 24/03/2023 - 25/03/2023

Day	FRIDAY (24/03/2023)	SATURDAY (25/03/2023)
	ENTREPRENEURIAL CONCLAVE	ENTREPRENEURIAL CONCLAVE
9:00 AM		
9:30 AM	Inauguration: Director's Address, Bandyopadhyay Sir's address, Chief Guest's address, Anill k Rajvanshi	
10:00 AM		TALK (Harsh Pokhrana)
10:30 AM		
11:00 AM		
11:30 AM		
12:00 PM		
12:30 PM	Networking Lunch	Networking Lunch
1:00 PM		
1:30 PM		
2:00 PM	PANEL 1 (Gautam, Ezhil, Mansukhbhai, Ankit)	UNICORN PANEL (Rahul, Abhay, Sandeep)
2:30 PM	Startup Expo	Startup Expo
3:00 PM		
3:30 PM	TALK(PANKAJ AGARWAL)	
4:00 PM		
4:30 PM		
5:00 PM	High Tea	High Tea
5:30 PM		
6:00 PM		
6:30 PM		
7:00 PM		
7:30 PM	Comedy Night	
8:00 PM		EDM Night
8:30 PM		
9:00 PM		

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## EVENT DESCRIPTION

### Introduction

Indian Institute of Technology, Kanpur, celebrated internationally as the centre of academic excellence and knowledge exchange, announces the 29th edition of Asia's Largest Technical and Entrepreneurial fest, Techkriti' 23.

**The Entrepreneurial Conclave** is conducted in conjunction with the main festival. The E- Conclave aims to bring together India's finest minds, the diverse group of visionary entrepreneurs and industry leaders who will share their stories, expertise, and cutting-edge insights on turning intention into action.

Furthermore, it strives to ignite the spark of entrepreneurship among the youth, who play a critical role in building the nation's economy.

### Our Flagship Event:

- **Startup Expo:**

Dates: 24th- 25th March 2023


Venue: IIT Kanpur

Techkriti's Start-up Expo will help budding entrepreneurs find their niche, showcase their ideas, and provide a platform for startups to showcase their innovative products to the world. It will also offer an excellent opportunity to interact with eminent guest speakers, who are the leaders in their domains, and receive their valuable suggestions giving you the flexibility to manoeuvre and a competitive edge. Moreover, it aims to bring together passionate entrepreneurs in one place to share creative ideas, get unparalleled exposure, and foster entrepreneurial excellence.

The notable aspects of the Startup Expo include:

- Startups will have the opportunity to pitch and receive spot funding in the presence of respectable angel investors and Venture Capitalists,
  - Sandeep Singhal - Co founder Nexus Ventures and Senior advisor, Avaana Capital
  - Anju Gupta - Co Founder and president at Ivycamp
  - Shashank Randev- Founder VC at 100x.VC

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- Anup Jain- Orios Venture
- Nilesh Kothari- Co- Founder and Managing partner Trifecta Capital
- Bhuvan Beejwat - Nexus Venture
- Roopa Kudva - Omidyar Network

and top startups will receive guaranteed prize money of ₹ 1,50,000 in the competition Upstart Pioneer.

- Startups will get dedicated stalls to showcase and sell their innovative products and services and get valuable feedback from potential investors, customers and more than 15,000 college students.
- The teams will have the excellent opportunity to attend the Networking lunch and Tea sessions on both days(24th and 25th of March) of the startup expo with all the prominent entrepreneurs and business tycoons.
- Startups will get mentorship and Training sessions by Startup Innovation and Incubation Centre(SIIC), Technopark, C3i- Cyber Security Centre, IIT Kanpur.
- Startups can hire interns from the IIT Campus right at the moment.
- Team members will have the opportunity to attend the festival and will be given free passes for pronites, comedy night, informals, and all other events of Techkriti'23.
- Startups will receive extensive publicity and visibility through dedicated media coverage, an annual newsletter (distributed to all the Venture Capitalists, entrepreneurs, and partners of Techkriti, IIT Kanpur), and Techkriti, IIT Kanpur's social media handles.

## Competitions:

- **Entrepreneurial -**

- **Upstart Pioneer:** PRIZE MONEY: ₹ 1,50,000

The event is designed to provide participants with the tools and resources they need to successfully establish a large company, including mentorship and guidance from a network of experienced venture capitalists, angel investors, incubation hubs, and entrepreneurs. After which, there will be a closed-door pitching in front of reputed VCs.

- **Pitch premier:** PRIZE MONEY: ₹ 1,00,000

The event provides a platform for participants to showcase their entrepreneurial skills and turn their innovative ideas into successful



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businesses. With a focus on protecting intellectual property and patent rights, "Pitch Premier" encourages participants to not only present their ideas but also develop a plan for future research and development.

- **Business Events -**

- **Analytics Attax:** PRIZE MONEY: ₹ 75,000

In order to find relevant information, support inferences, and help decision-making, data analytics is the process of analysing, cleaning, manipulating, and modelling data. Participants in this competition will receive access to a database of a corporation that contains various details about it.

- **Marketing Mavericks:** PRIZE MONEY: ₹ 75,000

It is a company's strategy for attracting potential customers and converting them into users of their goods or services. This competition will have MCQs in the first round, followed by an abstract and then a ppt presentation in further rounds.

- **Strategy Sprint:** PRIZE MONEY: ₹ 75,000

Students will get the opportunity to strengthen their skills in case analysis, network with consultants in a professional atmosphere, and engage in brainstorming the best ideas alongside some of the brightest minds from across the country.

- **Product Showdown:** PRIZE MONEY: ₹ 75,000

This competition would test participants on their ability to connect and apply their knowledge in general management, finance, marketing, operations, etc. and come up with the best possible solution for the problem statement.

- **Fintech -**

- **Trading:** PRIZE MONEY: ₹ 50,000

Stock marketing describes the different exchanges where shares of various publicly traded and international corporations are bought and sold. It offers a virtual trading platform that is available from all around the world.

## Workshops

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- **Startup & Entrepreneurship Workshop:** Entrepreneurship Workshop is intended to give students a stage to fathom the fundamentals of startup and gain bits of information from the speakers. This Workshop will assist participants with understanding the procedure, difficulties, risks and awards of firing up another versatile endeavour.
- **Product Management:** Product management involves a wide range of responsibilities, including market research, defining product features, setting pricing strategies, and working with cross-functional teams to bring a product to market. A workshop on product management is a valuable opportunity for professionals to learn and improve their skills in managing the development and lifecycle of a product.
- **Digital Marketing and Design Thinking:** This Workshop investigates several aspects of the new Social Media condition as well as specialised SEO Perspective and SEO Tactics. We will cover topics, for example, Social Media Research, Keyword Research, and we are going to utilise a few devices for Social Media Marketing and SEO, which will help you to have a superior look at the Online Media aspect.
- **Consulting - Case Studies, Guesstimate Workshop:** Join us for a Case Interview Workshop to help you prepare for case interviews. This workshop will emphasise the value of the case method in the learning process. It is intended for all those with an interest in using case studies as a teaching tool, as well as those who are interested in the research and development of such teaching cases.
- **Stock Investment:** The Workshop is essentially based on finding out about stock markets. This workshop will help you analyse a company based on its financial numbers and figures.
- **Crypto Currency:** Cryptocurrencies are virtual currencies that use cryptography for secure financial transactions. They are decentralised systems that allow for the creation, management, and transfer of tokens. A workshop on cryptocurrency will help individuals learn about this emerging technology and its impact, and will provide a space for discussion of the various applications, risks and challenges of cryptocurrency

## Talks:

Talks of the entrepreneurial conclave shall give deep insight into the journey of entrepreneurship. The renowned speakers and entrepreneurs shall deliver talks on a



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multitude of topics to foster, nurture and stimulate the entrepreneurial atmosphere for budding entrepreneurs and novices in the entrepreneurial world. Technologies of tomorrow shall be inspired by the talks as the startups of tomorrow are building blocks of a better society, economy and government.

## Panel Discussions

Have you ever considered how the most influential people in the business world might approach a specific problem from a different perspective? Hear panels of the most renowned leaders in their field discuss the hottest issues in the field of entrepreneurship today.

## ATTENDEES of Startup EXPO:

- E-Conclave dignitaries, Top industrialists, and IIT Kanpur Alumni.
- More than 15,000 student community including the whole IIT Kanpur student community and participants of Techkriti from colleges all over the country.
- Board of Deans and Professors, IIT Kanpur
- Bureaucrats of the Central and the State Government
- Distinguished faculty members, IIT Kanpur
- Director and members of Startup Innovation and Incubation centre (SIIC), C3i Hub and Technopark, IIT Kanpur.
- Media partners of Techkriti'23, IIT Kanpur.


**Total number of Participants** - 1000+, based on current registration/payments in the above mentioned competition.

## Speakers for the Event -

1. Anil K Rajvanshi, FOunder Nari
2. Pankaj Agarwal, Founder Taghive
3. Sandeep Singhal, CoFounder Nexus Ventures
4. Abhimanyu Munjal, Hero Fincorp
5. Alok Bansal, Policy Bazaar
6. Sanjay Mehta- founder and partner 100x.vc
7. Sahil Makkar - India Quotient.
8. Vikas Sarada- Chief financial officer Unitus capital
9. Saurabh Singh- Director Trifecta capital

## Expected Cost:

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Per Startup Cost			Monetary support requested from StartinUP	
Header	Cost per day	Total cost	20 startups with valid startup incorporation certificate within Uttar Pradesh	300000
Expo Stall (with table, chair, electricity and lighting)	5000	10000	Branding	190000
Acomodation (Lodging, amenities, Investor Connect, Access to keynote sessions, Upstart) (3 people)	2500	5000	<b>Total</b>	<b>490000</b>
<b>Total</b>		<b>15000</b>		

BRANDING			
HEADER	Unit price(with gst)	No. of Units	Cost
Banners	955.8	40	38232
Hoarding	3186	15	47790
Glow Sign	2714	10	27140
Standees	1180	12	14160
Backdrop	23600	1	23600
Gate	41300	1	41300
<b>TOTAL</b>			<b>192222</b>

## Sponsorship Amount Requested

**INR 4,90,000/- for the Title Sponsor of Entrepreneurial Conclave, Techkriti'23.**

- Posters from all social media sites (Facebook, Instagram, LinkedIn, Twitter) announcing Start In UP as title sponsor.
- Newspaper articles in Amar Ujala, Dainik Jagran, Times of India.
- Coverage in news channels like K-News.
- Branding in Startup Expo by means of hoardings and standees.
- Publicity in all the competitions and events happening in E-conclave.
- One senior official will be invited over to deliver a keynote session.



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## Benefits to startups:

- Cash prize money.
- Investor connect - Connecting startups with VCs through networking lunch.
- Recognition in a large number of people by means of media partners such as Amar Ujala, Dainik Jagran, Times of India, Indian Express, India TV, Zee News etc.
- Review by successful VCs and founders to help advisors.
- Investor Sensitization - A B2G session for VCs and representatives from the side of Start in UP.
- Will gain Insights from keynote sessions and panel discussions on entrepreneurial topics (eg. The next Billion Dollar Dream)

## Stall Specifications:

Size - 10x10 sq ft Octonorms

The stall will include table, chairs, lighting and electricity. Startups will have to bring their own branding material (posters, standees, banners, etc.).

The target audience for the startups would include Venture Capitalists/Investors, representatives from incubation centers, senior faculty from IIT Kanpur, Startup Mentors, student entrepreneurs, government executives and Entrepreneurs.

Each startup can bring upto 3 people to represent itself.

For the selection of startups, we will be reaching out to incubation centers registered under Startin UP. They will provide a list of their top startups and then we will select from that list.



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To,

Shri Akshay Tripathi,

The Managing Director,

Uttar Pradesh Electronics Corporation Limited & Special Secretary, Department of IT & Electronics, GoUP

Subject: Request for financial grant for IIT Kanpur's Entrepreneurial Conclave

Respected Sir,

IIT Kanpur will be organizing Techkriti, which is the annual technical and Entrepreneurial festival of IIT Kanpur. As a flagship event Techkriti organizes Entrepreneurial Conclave in order to promote and support startups as well as to nurture the entrepreneurial spirit in the youth. In order to organize the event to the best extent we require your assistance in the form of financial support. We kindly request you to **grant us INR 4,90,000/- (with GST)** for the smooth conduction of the event.

I shall be highly obliged to you for your help.

Yours Sincerely,

Aryan Garg

Head Marketing

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Respected Sir,

It is a matter of great pleasure and honor for us to invite you as the **Chief Guest** for the **Entrepreneurial Conclave** with the theme **Entrepreneurial Quest: From Intent to Reality** at **Techkriti '23**, the annual technical and entrepreneurship festival organized by the student community of the **Indian Institute of Technology Kanpur, India**.

Etymologically, the word **Techkriti** is composed of two words, '**Tech**' in English means **Technology**, and '**Kriti**' in Sanskrit means **Creation**. Hence, the word '**Techkriti**' signifies '**Creation or Innovation in Technology**'. Techkriti was first held in **1995** to develop interest and encourage innovation in technology among students. It has since grown into the **largest technical & entrepreneurial festival in Asia**. The festival is organized over four days every March, attracting participants from every corner of the country as well as from overseas, comprising a total footfall of over **60,000**.

The primary motive of the festival is to bring together people from different backgrounds and share their knowledge and experience with the campus community. As per this motive, we would be pleased and honored if you would consent to be a part of such a forum. The **E-Conclave** at Techkriti '23 is scheduled to be organized from **24th and 25th March 2023** at **IIT Kanpur**. The audience of your talk shall comprise **students** from various departments of science and engineering, entrepreneurs and venture capitalists **professors** of IIT Kanpur as well as our **guests** at Techkriti. Your presence would make an excellent addition to the intellect of the festival.


Techkriti has been a host to some of the renowned personalities in the world including the likes of **Dr. Hamid Karzai** (Hon'ble Former President of Afghanistan), **Mr. Amir Peretz** (Former Deputy Prime Minister and Former Defence Minister of Israel), **Dr. K Radhakrishnan** (Former ISRO Chief), **Prof. Muhammad Yunus** (Nobel Peace Prize, 2006), **Dr. Kurt Wüthrich** (Nobel Laureate, Chemistry), **Dr. Lyndon Evans** (Director, CERN), **Miss Linor Abargil** (Miss World, 1998), **Mr. Pat Spain** (Adventurer and Host, Beast Hunter), **Dr. John C Mather** (Nobel Laureate, Physics), **Dr. Alvin E Roth** (Nobel Laureate, Economics), **Dr. Walter Lewin** (Astrophysicist, MIT), **Dr. Anthony Legett** (Nobel Laureate, Physics), **Dr. J.N. Goswami** (Chief Scientist of Chandrayaan-1) among others.

We sincerely look forward to having you as one of our distinguished guests.

Best Regards,

Aryan Garg  
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