

A report by Amity Innovation Incubator (AII) on a

'3 DAYS ENTREPRENEURSHIP DRIVE AT AMITY MANESAR.'

AN INITIATIVE TO INSPIRE, CREATE & SUPPORT STUDENT ENTREPRENEURS.



Introduction

Amity Gurgaon witnessed 3 days of Entrepreneurship highs from 20-22 September '16. A sprawling 110 acres campus extravagance, a 300 seater auditorium, a carefully branded stage, video, sound and wifi enabled props, the meticulously equipped infrastructure opened gates for 2000 students and more than 20 faculty leaders. The campus buzzed with keywords like innovation, technology and entrepreneurship.



Day 1

The auditorium housed around 500 students from various fields of management, science and commerce. **Dr. Vikas Madhukar**, the Faculty lead for Entrepreneurship at Manesar Campus opened up floor with an inspirational speech. Next, he invited Ayan Bandyopadhyay to address the students. Ayan presented 10 points on the topic: **'Startup With Amity Innovation Incubator.'**



Around 10 students came forward and showed their interest to seek help from the Incubator team after the first session. **Rishabh** and **Ayush** from the Manesar Incubator team quickly put together a registration form for interested students to fill up basic information like name, batch, contact details, synopsis of the Idea etc.

The day continued with 2 more sessions (3 sessions were planned everyday). Day 1 ended with 40 student entrepreneurs who nominated themselves to seek support from the incubator.

Day 2

A quick glance at the auditorium and one could make out that it was a bigger group than the previous ones. Biotech and B-Tech students filled up the seats. The talks focussed on technology this time. Examples from Apple, Google, Microsoft, Whatsapp, LinkedIn, Facebook, Ipods, Ola, Flipkart, Practo and RedBus were cited.

The objective was to create a sense of responsibility amongst student entrepreneurs by creating entrepreneurial mindsets. The talks also focussed on the best reasons to start a company - *'to create Meaning and Change the World, rather than pursuing Money and building mediocrity!'*

The video of a Coimbatore based Social Entrepreneur, Arunachalam Muruganantham, who innovated on grassroot mechanisms for generating mass awareness about traditional unhygienic practices in rural India was played. The story inspired the biotech student community.



Arunachalam Muruganantham, a social entrepreneur, awarded Pama Shri by Gol

The day ended with 105 new registrations. The total number of interested student entrepreneurs rose to 145 against a target of 100 that were anticipated.



Day 3 - The Final Day

The last day witnessed all B-Tech and M-Tech enthusiasts. The video of yet another icon who at the age of 25 was already a filmmaker, an entrepreneur and a best selling author was played. From failing several times to co-founding a million dollar company, Varun Agarwal happened to be a good case for the audience.



Varun Agarwal is a first generation Indian Entrepreneur, cofounder of Alma Mater Store and author of 'How I braved Anu Auntie and Co-founded a Million Dollar Company.'

The Guests

Vice Chancellor - Prof. P B Sharma, Pro vice Chancellor - Dr. Padmakali Banerjee and Director Academics graced the camp with their presence. Dr. Madhukar lead the session followed by Vice Chancellor, Pro Vice Chancellor and Ayan.





Networking - Breaking the Ice with the new group

The last session was targeted towards the students who nominated themselves. Experiential learning was implemented.

The teams were divided into 2 groups. Both the team members were asked to pitch their business ideas to each other in just 1 minute. A stopwatch kept the time. After one minute they were made to shift right and pitch their ideas to the next person and repeat the process. That went on till they finished talking to everyone in the group.

The key takeaway from this session was to 'build clarity in pitching ideas to someone unknown in just 1 minute and perfect the pitch by practising more with random people.'

The sessions ended with loads of energy, commitment and vision.



The Impact

More than 2000 students were addressed in 3 days. The event attracted 182 student entrepreneurs, 20 teams with business ideas and 6 presentations so far. The numbers may have increased to more post the event.

What Next

A series of training programs and workshops are planned. A few developed experiential learning modules include:

- Design Thinking and Rapid Prototyping
- Opportunity Evaluation Matrix
- Business Model Canvas
- Getting to Market
- The Art of Pitching

More modules relevant for early stage startups are in the pipeline. Relevant Knowledge sessions, Networking Meets, Campus Companies, Incubator Developmental Frameworks are being planned and will be implemented shortly.

Picture Gallery



Prepared by Amity Innovation Incubator



Event Report
Entrepreneur Accelerator

26th September, 2019

Organized by



Amity University Haryana

Amity Education Valley

A report by Amity Innovation Incubator (AII) on

Entrepreneur Accelerator held at Amity University – Gurugram

An initiative to inspire, create & support student entrepreneurs.

Introduction

Amity University Gurgaon witnessed the event of Entrepreneur Accelerator on 26th September, 2019.

A classroom full of Innovative minds, filled with enthusiasm to showcase their unique business ideas through class presentation. Innovation and entrepreneurship qualities as well as filled with fresh spirit, the new age energy of youth could be felt by all. The event Entrepreneur Accelerator aimed at bringing out the determined vertical of the young minds for giving their dreams the platforms they needed.

The event witnessed the entries of 6 participants, some even with their teams, each one with a focused mind and a passionate heart. These were students of diverse field including Management and Engineering. The students had already been registered on prior dates and were asked to present their startups at the session. It was a great pool of new approaches having the underlying spirit of problem solving where each idea aimed at making that required change in the world.

The event commenced with Ms. Kashish welcoming the judge, Prof. Dr. Vikas Madhukar and the participants. She further explained all the rules, regulations and the judging criteria to the participants clarifying the flow of the event. Prof. Dr. V Madhukar encouraged the students and filled the students with immense enthusiasm with his words. Post this; the participants were called one by one to present their business start up in front of the judge. After each presentation, the floor was held open to put up any question to the participant about their idea.

The first participant was Ridhi and Team , from BBA, presenting their startup idea of Foarop Pvt. Ltd, a portal which aimed training fresh college students to get a good internship by providing courses available having high market value. The next

participant was Gagandeep, from BCA presenting his startup of GD courses i.e. providing courses, study materials, and test series that's easily available. The third participant was Madhav from BJMC with Knowledgify an idea of making news short, crisp, easier to read and available in different languages.

The fourth participant was Abhishek from BJMC with Publicized Pro, an app focusing on the advertisement market. Our next entry, Joy and Peace Olawale, from BA Eco. and MSc psychology, came up with 2 very unique ideas. First one being, 'Peanut Butter and Jelly' an idea with a passion of baking sugary stuffs like cakes, cupcakes and donnuts and the second one being 'Nakara', i.e. setting up a market for a particular fabric from her country, Nigeria.

The last participant for the day Rahul along with his team mate, expressed their intent of making their current project of IW series go on a larger scale. It presented the prospect of getting new talents in the digital domain of photography and videography.

At the end, Ms. Kashish concluded the event. Following this, Prof. Dr. V. Madhukar was invited to share his eloquent expertise and grace the audience with his valuable insights. The event ended with a huge round of applause.

The Judges

Dr. Vikas Madhukar, Deputy Director Amity Business School, Director Admissions addressed the audience and shared his views on the importance of Entrepreneurs and Entrepreneurship.

The Impact

The event was witnessed to be very instrumental in providing a firm platform to young aspirants come out and share their ideas with everyone. This provided students understand various verticals related to their fields and boosted their confidence to higher levels. It was seen to be a very insightful event overall.

What Next

A series of training programs and workshops are planned. A few developed experiential learning modules. More modules relevant for early stage startups are in the pipeline. Relevant Knowledge sessions, Networking Meets, Campus Companies, Incubator Developmental Frameworks are being planned and will be implemented shortly.

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