



# Startup Mania 4.0

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# ERODE

## ENTREPRENEURSHIP CONCLAVE 2020

10th JAN 2020

### Organized by



Confederation of Indian Industry



Young Indians  
WE CAN WE WILL

### In association with



**Event Summary Report**

### Sponsors



### Partners





"Startup Mania" an annual idea contest which is being organized for the 4<sup>th</sup> year now by CII-Yi Erode Chapter jointly with Nativelead, Erode Chapter & TBI @ Kongu Engineering College. The main purpose of this event is **to promote the culture of Innovation and Entrepreneurship among students and aspiring young innovators across TamilNadu.**

### **Objective**

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The main objective of the competition and conclave is to **identify, showcase and support & mentor the innovative ideas of students and other innovators / start-ups** across TamilNadu **in the rural regions, in particular.**

### **Participant Category**

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- **Category 1: Student Innovators**  
UG/PG Students of Engineering & Agri College, Arts & Science College, Medical College, B-Schools, Polytechnic college.
- **Category 2: Other Innovators**  
Aspiring graduates, Young Innovators, Budding Startuppreneurs, Startups, Entrepreneurs and working professionals.

### **The Startup Mania had two events, viz**

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1. **Idea cum Business Model Competition** to identify, showcase and support the innovative ideas of students, budding startuppreneurs, startups, entrepreneurs and working professionals in a single platform with attractive prizes & Mentoring and Incubation support.
2. **Startup Conclave** which aims to provide opportunities for aspiring students, young innovators and startups to meet successful business leaders and gain valuable insights by interacting with like - minded individuals. This creates the most compelling environment for a vibrant startup ecosystem in the region and generates new business opportunities.

## Lunch, Campaign & Roadshows

Startup Mania 4.0 2020 was officially launched by Mr.Gokul Shrinivas, Founder – Minionlabs on 17.08.2019 @ Kongu Engineering College. Promotional campaign was done through diverse methods such as Press Release, Mails to Colleges, Social Media - Facebook, WhatsApp, LinkedIn, Instagram and in particular through Road shows in colleges in and around Erode. Mails and Posters were sent to all Engineering, Arts and Science, Polytechnic, Agri Colleges and B-Schools across TamilNadu.



The poster for the 'LAUNCH OF Startup Mania 4.0' event is vibrant and informative. It features a central illustration of a man in a yellow shirt working on a laptop, with a woman in a green top nearby. The background includes gears, a lightbulb, and a person running. The text on the poster includes: 'Organised By' with logos for Yi, CII, NATIVELEAD, and TBI-KEC; 'In Association with' with the Entrepreneurship logo; the event title 'LAUNCH OF Startup Mania 4.0 Let's get bizzzy'; the date and time '17 Aug 2019 | 10:30 A.M | Saturday | Kongu Engineering College, Perundurai'; the theme '"GETTING STARTED"'; the main activity 'Fireside Chat with Mr.Gokul Shrinivas Founder & CEO, Minion Labs, Bangalore'; the moderator 'Moderated by Mr.R.Sivarajah Founder & CEO, Nativelead'; and a registration link 'REGISTER @ WWW.STARTUP-MANIA.IN'.



Official launch of Startup Mania 4.0 2020



Road Shows about Startup Mania to students of Kongu Arts & Science College, Erode



# **1. The Startup Mania - Idea cum Business Model Competition**

CII – Yi Erode Chapter in association with Nativelead, Erode and TBI @ Kongu Engineering College announced the `Startup Mania 4.0` contest for students and other innovators on 17.08.2019. As on 30.11.2019, about **579 ideas** were **received under student innovators category from 90 colleges in 22 districts** and around **36 entries** were **received under other innovators category from 7 districts across TamilNadu**.

## **1.1 Short listing of Ideas Received**

**Initial screening and shortlisting** of ideas were done by Team of personnel's from CII-Yi, TBI | KEC technical experts **on 07.12.2019** at TBI@KEC. **60 ideas** (47 ideas of students & 13 ideas of other innovators) were **shortlisted for prelims**.



Organiser with Expert Team short listing Ideas received under both categories for Prelims

## **1.2 Prelims Presentation**

On 20.12.2019, 5 panels comprising of 18 members (4 for students and 1 for other innovators) reviewed the ideas presented by shortlisted innovators. **13 ideas from students** and **5 ideas from other innovators** were **shortlisted for the Bootcamp & Finals**.



Members of Panel -1 during prelims selecting ideas of students for Boot Camp and Finals



Members of Panel -2 during prelims selecting ideas of students for Boot Camp and Finals



Members of Panel -3 during prelims selecting ideas of students for Boot Camp and Finals



Members of Panel -4 during prelims selecting ideas of students for Boot Camp and Finals





Members of Panel -5 during prelims selecting ideas of others for Boot Camp and Finals

### 1.3 Boot Camp

Boot-camp for 13 ideas of Students and 5 ideas of Other Innovators was held on 08<sup>th</sup> & 09<sup>th</sup> Jan 2020 at TBI@KEC. Nativelead had coordinated the bootcamp and allotted resources persons as experts. Topics covered during the bootcamp were “Business Model Canvas”, “Financial Modelling” and “Understanding Sales and Marketing”.



Mr.R.Sivarajah, CEO - NAN | Founder & President – NLF session on BMC





Mr. Antony Sahayaraj, Founder & Director – Talent Management Systems  
Session on Understanding Sales and Marketing



Participants interacting with mentors during Boot Camp



Mentor interacting with participants of Boot Camp



## 1.4 Finals

Final Pitch was held on Jan 10, 2020 FN at TBI@KEC. 2 jury panels had selected the top 3 winners under students and top 2 under others category.



Innovator Presenting under Other category



Innovator Presenting under Student Category



Student Innovator explaining with demo of his idea to jury members



## 2. Erode Startup Conclave & Innovation Award Ceremony

Startup Mania 4.0 2020 had culminated with a “Startup Conclave & Innovation Award Ceremony” on 10.01.2020 at D'Wayfarer Inn, Erode. An eminent entrepreneur from USA delivered a keynote address and young entrepreneur gave a special address on “Evaluation of Entrepreneurship”. A panel discussion on “Innovation – The Survival Mantra” was also held and young startups with diverse background were the panellist. **More than 125 participants attended the conference.**



### 2.1 Special Address



Mr.V.Arun Kumar, Founder, Zucca Pizzeria delivered a special address on “Evolution of Entrepreneurship”

### 2.2 Panel discussion

The event had a **panel discussion** on the topic “**Innovation – The Survival Mantra**”. The panel discussion was moderated by Mr.R.Sivarajah, CEO - NAN | Founder & President - NLF. The **panelists** included **Mr.S.Krishnan**, Co-Founder, Yellowbag Foundation; **Mr.P.Vetrivel**, Founder, UzhavarBumi; **Mr.Sandal Kotwala**, Founder & CEO, Alfaleus and **Mr.Ashok Kannan**, Co-Founder, Happy Hens.



Panel discussion on the topic “Innovation – The Survival Mantra”



Standing Ovation to Mr.Ashok Kannan, Co-Founder, Happy Hens

### **2.3 Conference - Keynote Address**

Chief Guest **Mr.Subramanian Krishnan**, Founder, Shastha Foods, USA delivered the Keynote address and shared his entrepreneurial journey to students and other participants of the conclave.





Keynote Address by Mr.Subramanian Krishnan, Founder, Shastha Foods, USA



Guests and Participants at the Conclave cum Award Ceremony



## 2.4 Award Ceremony

The Startup Conclave concluded by awarding winners under Students and Others categories with a cash prize of Rs.30,000/-, Rs.20,000/- and Rs.10,000/- to student winners (1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup>) and cash prize of Rs.25,000/- and Rs.15,000/- to winners of others category (winner & Runner-up). Sponsored by EDII, Government of TamilNadu.



1<sup>st</sup> Prize “Mosquito Killing Machine” under Student Innovators Category



2<sup>nd</sup> Prize “iHALE Preemptive Alert System for Asthmatics” under Student Innovators Category



3<sup>rd</sup> Prize “HHH – Helping Hand for Hearing Impaired Persons” under Student Innovators Category





“Tendo Vendo” Winner under Other Innovators Category



“Sport Wander – A Platform to Develop Sports” Runner-up under Other Innovators Category



Group Photo of Winners and Dignitaries



Vote of thanks by Mr.S.A.Boopathy, Chair - Yi, Erode.

### Summary of Dates and Events

Date	Event	Venue	Details
17 <sup>th</sup> Aug'19	Launch of Startup Mania 4 - 2020 online registration	TBI@KEC	Press Release and launch of Web page
30 <sup>th</sup> Nov'19	Last date for Registration	Online	Ideas Received Students - 579   Others - 36
20 <sup>th</sup> Dec'19	Prelims Presentation	TBI@KEC	Ideas Shortlisted for Prelims Students -47   Others - 13
08 <sup>th</sup> & 09 <sup>th</sup> Jan'20	Boot Camp	TBI@KEC	Ideas Shortlisted for Finals Students - 13   Others -5
10 <sup>th</sup> Jan'20	Finals Presentation	TBI@KEC	
10 <sup>th</sup> Jan'20	Conference & Award Ceremony	Hotel D'Wayfarer Inn, Thindal	Student - 1st, 2nd & 3rd Prize Other - Winner & Runner-up

### Annexure

**Annexure 1** – SM 4.0 (2020) Launch Poster, Press Release

**Annexure 2** - Contest Flyers, Posters and Schedule of Boot camp & Finals

**Annexure 3** - Conference Flyers

**Annexure 4** - Conference Agenda

**Annexure 5** - Detail of Winners of both categories





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## Annexures

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LAUNCH OF



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17 Aug 2019 | 10:30 A.M | Saturday | Kongu Engineering College, Perundurai

## "GETTING STARTED"

Fireside Chat with  
**Mr.Gokul Shrinivas**  
Founder & CEO, Minion Labs, Bangalore

Moderated by  
**Mr.R.Sivarajah**  
Founder & CEO, Nativelead

REGISTER @ [WWW.STARTUP-MANIA.IN](http://WWW.STARTUP-MANIA.IN)



# Business plan competition for students, innovators

Last date for idea submission is Oct. 15



The 4th edition of "Startup Mania 4.0 - 2020" Idea-cum-Business Plan competition was launched at the Kongu Engineering College in Perundurai, Erode. ■ M. GOVARTHAN

**STAFF REPORTER**  
ERODE

The 4th edition of "Startup Mania 4.0 - 2020" an idea-cum-business plan competition to develop entrepreneurial spirit and competence among college students and innovators across the State was launched here on Wednesday.

At an event held at Kongu Engineering College, Gokul Shrinivas, Founder and Chief Executive Officer, M-nionlabs, launched the competition jointly organised by Confederation of Indian Industries - Young Indians, Nativelead Angels Network and Technology Business Incubator Centre of Kongu Engineering College.

The winners of this competition will be awarded ₹ 1 lakh by the Entrepreneurship Development and Innovation Institute, Government of Tamil Nadu, and will get a chance to get incubation and funding assistance.

D. Shanmugasundaram, Chairman, Nativelead Angels Network, said that the competition includes idea pitching, two-day residential boot camp, mentoring, funding opportunities and

entrepreneurship conference-cum-award ceremony to be held in January 2020.

College correspondent A. Venkatachalam highlighted the importance of such platforms and competitions that help students showcase innovations.

R. Sivarajah, Founder and Chief Executive Officer, Nativelead, shared his vision and the need for such competitions particularly in Tier- II and III cities across the State for nurturing and enabling new age entrepreneurship among youth in particular.

Organisers said that last three editions of Startup Mania received 1,424 student ideas from around 60 colleges across 15 districts and 125 ideas from innovators across 12 districts in the State. The six innovators, winners and finalists of earlier editions, have received funding to the tune of ₹ 39.83 lakh under the NIDHI PRAYAS Scheme. They have filed three patents and have started firms.

## Deadline

Last date for idea submission is October 15. For details visit [www.startup-mania.in](http://www.startup-mania.in)





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Are you Working on Innovative Idea?



Submit to win Rs.1 lakh Cash Prize, Incubation, Funding & Mentoring  
Last Date: 30.11.2019

[www.startup-mania.in](http://www.startup-mania.in)



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AN OPPORTUNITY TO CONVERT YOUR IDEA INTO A BUSINESS

## REWARDS & RECOGNITION

TOP TEAMS UNDER STUDENT AND OTHER INNOVATORS STAND TO WIN A TOTAL OF 1 LAKH RUPEES WITH INCUBATION AND MENTORING SUPPORT

AN INTENSIVE "BOOTCAMP" LEARNING FOR SELECTED FINALISTS

Take your

First Step

TO ENTREPRENEURSHIP

LAST DATE OF REGISTRATION 30.11.2019

**REGISTRATION FREE**

For Both Student and Other Innovators

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FOR MORE DETAILS CONTACT

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**AN OPPORTUNITY TO CONVERT YOUR IDEA INTO A BUSINESS**

### REWARDS & RECOGNITION

TOP TEAMS UNDER STUDENT AND OTHER INNOVATORS STAND TO WIN A TOTAL OF **1 LAKH RUPEES** WITH **INCUBATION** AND **MENTORING** SUPPORT

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Take your **First Step** TO ENTREPRENEURSHIP

**REGISTRATION FREE**  
For Both Student and Other Innovators

LAST DATE OF REGISTRATION  
**30.11.2019**

REGISTER @ [WWW.STARTUP-MANIA.IN](http://WWW.STARTUP-MANIA.IN)

FOR MORE DETAILS CONTACT

Venkadeshwari 84382 47485 Manikanda Prasad 90425 99425

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## BOOT CAMP & FINALS

8 - 10 January 2020

Venue : TBI@KEC



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## Boot Camp & Finals

**Date :** 8<sup>th</sup> - 10<sup>th</sup> Jan 2020

**Venue :** TBI Conference Hall

**Time :** 9.00 am to 6.00 pm

TBI@KEC, IT Park

### Schedule

Date / Time	08.01.2020	09.01.2020	10.01.2020
<b>Session 1</b> 9.30am to 11.00am	10am – 10.30 am <b>Inaugural Session (Key Note Address)</b> Local HNI	<b>Design Thinking</b>  Mr Chandru Sarath Founder, Maxcadd & Mr Jesu Raja Founder, Pepperlearn Enlightenment Solutions Pvt.Ltd	<b>Finals</b>  <b>Track 1</b> Students  <b>Track 2</b> Others
	10.30am – 11am <b>Context setting</b> Mr.T.Thiagarajan – Co-Chair Yi Erode & Mr.P.S.Kannan – Manager TBI@KEC		
<b>Session 2</b> 11.15am to 1.15pm	<b>Financial Modeling</b> Ms.M.Aghila Devi Founder Migai Academy of Excellence	<b>Business Model Canvas</b> Mr R Sivarajah Founder & CEO Native Leads	
<b>Session 3</b> 2.15pm to 4.15pm	<b>Understanding Sales &amp; Marketing</b> Mr.Antony Sahayaraj Founder & Director Talent Management System	<b>One to One Mentoring</b> by Members of CII, Yi, NAN	
<b>Session 4</b> 4.30 pm to 6 pm	Preparing Pitch by Students & Others	Preparing Pitch by Students & Others	

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Business and Beyond  
125 Years: 1895-2020

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Nurturing Nativepreneurs

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## START-UP CONCLAVE & INNOVATION AWARDS

10 JAN 2020 | ERODE



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## START-UP CONCLAVE & INNOVATION AWARDS

10 JAN 2020 | 5.00 PM

CONCLAVE SPEAKERS

KEYNOTE ADDRESS



**Subramanian Krishnan**  
Founder - Shasthafoods, USA

SPECIAL ADDRESS



**V Arun Kumar**  
Founder - Zucca Pizzeria  
"Evolution of Entrepreneurship"





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## START-UP CONCLAVE & INNOVATION AWARDS

10 JAN 2020 | 5.00 PM

### PANEL DISCUSSION ON "INNOVATION - THE SURVIVAL MANTRA"



Moderator

**R Sivarajah**

Founder - CEO, Nativelead



**S Krishnan**

Co-Founder  
Yellowbag Foundation



**P Vetrivel**

Founder  
UzhavarBumi



**Sandal Kotwala**

Founder - CEO  
Alfaleus

**Startup Conclave cum Innovation Awards  
"Erode - Entrepreneurship Conclave 2020"**

**Date :** 10.01.2020  
**Time :** 4.15pm to 8.30 pm

**Venue :** D'Wayfarer inn  
Thindal, Erode

**Agenda**

4.15pm – 4.45pm	Registration & Refreshment	
5.00 pm	Prayer Song	
5.05pm – 5.10pm	Welcome Address & About Startup Mania	Mr.D.Shanmugasundaram, Chairman -NAN Erode
5.10pm – 5.15pm	Startup Conclave – Context Setting	Mr.M.Saravanan, Entrepreneurship Chair – Young Indians
5.15pm – 5.40pm	Special Address	Mr.Arunkumar, Founder - Zucca Pizzaria “Evolution of Entrepreneurship”
5.45pm – 6.30pm	Panel Discussion on “Innovation – The Survival Mantra”	Moderator Mr.R.Sivarajah CEO - NAN   Founder & President – NLF 1. Mr.S.Krishnan, Co-Founder – YellowBag Foundation 2. Mr.Vetrivel, Founder - Uzhavar Bhoomi 3. Mr.Sandal Kotwala Founder – Alfaleus 4. Mr.Ashok Kannan Co-Founder – Happy Hens
6.30pm – 7.00pm	Keynote Address	Mr. Subramanian Krishnan, Founder, Shastha Foods, USA.
7.00pm -7.15 pm	Honoring of Sponsors.	
7.15pm – 7.30pm	Awards to Winners	Student - 1 <sup>st</sup> Prize
		Student - 2 <sup>nd</sup> Prize
		Student - 3 <sup>rd</sup> Prize
		Other – Winner
		Other - Runner up
7.30pm – 7.35pm	Vote of Thanks	Mr.S.A.Boopathy, Chair – Yi Erode
7.35pm – 7.40pm	National Anthem	
7.40 pm - 8.30pm	Networking Dinner	

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## Winners Detail

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### Student Innovators

Idea Title	Student Name	Bank Account Detail	Contact Detail
<b>1<sup>st</sup> Prize - Rs.30,000/-</b>			
Mosquito Killing machine	K.Sankaralingam Pandian Saraswathi Yadav Engineering College, Madurai	A/c Name: K.Sankaralingam A/c No : 2970391584 Bank : Central Bank Of India Branch : South Gate, Madurai IFSC : CBINO281503	81249 69296 maheshsankar8799@gmail.com
<b>2<sup>nd</sup> Prize - Rs.20,000/-</b>			
iHALE Preemptive Alert System for Asthmatics	Hari Saravanan	A/c Name: Hari Saravanan D A/c No : 309801011001964 Bank : Vijaya Bank Branch : Udumalpet IFSC : VIJB0003098	95852 40567 hari.16bmc@kct.ac.in
	Prekshaa Arunachalam Kumaraguru College of Technology, Coimbatore		83687 53202 prekshaa.17cs@kct.ac.in
<b>3<sup>rd</sup> Prize - Rs.10,000/-</b>			
HHH – Helping Hand for Hearing Impaired Persons	S.Sivaprakash Kongu Arts And Science College, Erode	A/c Name: Sivaprakash.S A/c No : 1217170000010283 Bank : Karur Vysya Bank Branch : Mettukkadai IFSC : KVBL0001217	77085 16203 sivaprakashsubramaniam@gmail.com

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Other Innovators

Idea Title	Innovator Name	Bank Account Detail	Contact Detail
<b>Winner - Rs.25,000/-</b>			
Tendo Vendo	N.Santhosh A.G.Manoj Kumar	A/c Name: Santhosh N A/c No : 1131155000148132 Bank : Karur Vysya Bank Branch : Gobichettipalayam IFSC : KVBL0001131	9095404150 santhosh.kpcdmr@gmail.com
			9944034448 mk122591@gmail.com
<b>Runners-Up - Rs.15,000/-</b>			
Sport Wander – A Platform to Develop Sports	K.Gowtham S.Balumahendran R.Sakkaravarthi	A/c Name: Gowtham K A/c No : 6518760846 Bank : Indian Bank Branch : Gobichettipalayam IFSC : IDIB000G009	96987 39898 gowtham.ak@nutzindia.com
			99946 75597 balumahendran.txt.bit@gmail.com
			99444 48090 sakkaravarthi66@gmail.com

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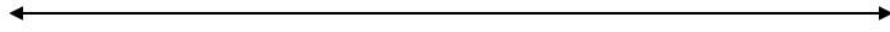
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# DO IT NOW



sometimes *later* becomes *never*

