



Startup Mania^{5.0}

Let's get bizzy

ERODE

ENTREPRENEURSHIP CONCLAVE 2021

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125 Years - Since 1895



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Event Report

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StArtup Mania^{5.0}

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"Startup Mania" an annual idea contest which is being organized for the 5th 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 college students and aspiring young innovators across TamilNadu.**

Objective

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

- **Category 1: Vertical - General (Student / Innovators / Startups)**

Innovators, Startups and Students of undergraduate, post-graduate and PhD from the Science, Engineering, Medical, Polytechnic and Management streams of colleges and universities across TamilNadu to shape their innovative ideas for the future.

- **Category 2: Vertical - Accessibility (Student / Innovators / Startups)**

Assistive Technology / Product / Idea for differently abled

As a new initiative this year, ideas were invited under the Theme - Accessibility from aspiring students, innovators and Startups across India.

The Startup Mania had two events, viz

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.

Launch, Campaign & Roadshows

Startup Mania 5.0 was officially launched by Mr.Suresh Sambandam, Founder & CEO – KissFlow on 14.08.2020 through online. Promotional campaign was done through diverse methods such as Press Release, Mails to Colleges, Social Media - Facebook, WhatsApp, LinkedIn, and Instagram and through Online Road shows for colleges and with event partner ProjectContest.com for public. Mails and Digital copy of posters were sent to all Engineering, Arts and Science, Polytechnic, Agri Colleges and B-Schools across TamilNadu.

Official launch of Startup Mania 5.0

Startup Mania
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CONVERT YOUR IDEA TO A BUSINESS
GIVE YOUR IDEA THE WINGS TO FLY

PRIZE MONEY ONE LAKH

5.0

BOOTCAMP
MENTORING
INCUBATION
ANGEL FUNDING
NIDHI PRAYAS GRANT

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www.startup-mania.in
15 November 2020

WHO CAN APPLY?
Vertical : General
Students and Startups from Tamil Nadu

Vertical : Accessibility
Innovators and Startups across India

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The Four Models of Growth in India

Economic Index	High	Maharashtra Gujarat	Tamil Nadu
	Low	Bihar Uttar Pradesh	West Bengal Kerala
		Low	High
		Social Index	

Mr.Suresh Sambandam, Founder & CEO – KissFlow has delivered a Power Talk about “Entrepreneurship for Dream TamilNadu”

ProjectContest.com
Spreading Innovations

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Who can submit idea?

Eligibility

- 01 Students**
undergraduate, post-graduate and PhD from the Science, Engineering & Medical colleges, Polytechnic and Management schools
- 02 Young Graduates / Innovators**
any passed out from colleges or others
- 03 Startups**
that are in their early stage (pre-revenue) of product / service ideas

Why still waiting?

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CII
Confederation of Indian Industry
125 Years: 1885-2010

Yi
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INCUBATING SUCCESS

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நாட்டினர் நட்சத்திரம்
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TBI-KEC
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Digital Partner
Dream360

Road Shows about Startup Mania to Students through online

1. The Startup Mania - Idea cum Business Model Competition

CII – Yi Erode Chapter in association with Nativellead, Erode and TBI @ Kongu Engineering College announced the `Startup Mania 5.0' contest for students and other innovators on 14.08.2020. As on 15.11.2020, about **102 ideas** were **received under Student Innovators category from 37 colleges in 11 districts** and around **35 entries** were **received under Other Innovators & Startups category from 13 districts across TamilNadu**. **19 entries** were received under **Accessibility innovators category from 7 States across India**.

1.1 Short listing of Ideas Received

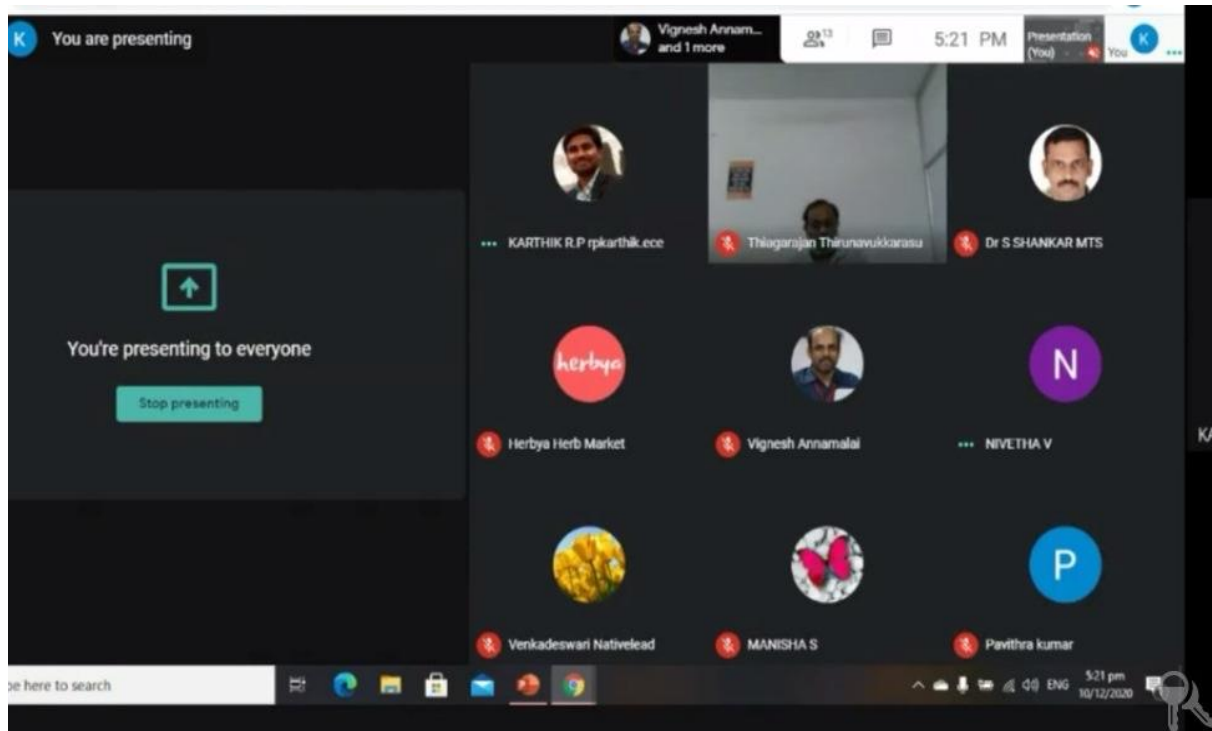
Initial screening and shortlisting of ideas were done by Team of personnel's from CII-Yi, TBI | KEC technical experts **on 28.11.2020** at TBI@KEC. **38 ideas** (25 ideas of students, 8 ideas of other innovators & startups from Vertical General & 5 ideas from Vertical Accessibility) were **shortlisted for prelims**.



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

1.2 Prelims Presentation

On 10.12.2020 & 11.12.2020, 3 panels comprising of 14 members (2 panels for Vertical General and 1 panel for Vertical Accessibility) reviewed the ideas presented through online by shortlisted innovators. **10 ideas from students, 5 ideas from other innovators and 3 ideas from accessibility innovators were shortlisted for the Bootcamp & Finals.**



Panel -1 - Jury Member questioning a student innovator about his idea during prelims



Panel -2 - An Innovator from Startup Category presenting his idea for Prelims

REC Raghul Pk is presenting 11:06 AM You

How E-Vision works ?

Uploading Image

- From Laptop/ Smartphone, images are uploaded to E-Vision.

Creating the Tactile image

- Linear actuator** moves the electromagnetic array Up and Down.
- Switching on **Electromagnetic coils** raises the metallic braille dots directly beneath the activated coil.

Understanding the image

- Blind user can understand the image/ braille text by moving their fingers over it
- Using the **Resistive touch screen** he/she could interact with the image (using speakers)

meet.google.com is sharing your screen. Stop sharing Hide

SM 5.0 Accessibility Idea... Raise hand Turn on captions Raghul PK is presenting

Panel - 3 – Innovator from Accessibility Category presenting his idea for Prelims

1.3 Boot Camp

Boot-camp for 10 ideas of Students, 5 ideas of Other Innovators and 3 ideas of Accessibility Innovators was held on 17th Dec 2020 through online. Nativelead had coordinated the bootcamp and allotted resources persons as experts. Topics covered during the bootcamp were, “Financial Modelling” and “Business Model and Presentation Skills”.

REC J Jayanthi Kannan is presenting Startup Mania 5.0 Boot Camp People (35)

EXPANSION OF RECAPED	
R	Revenue
F	
CAP	
E	
D	

Step - 1	
Revenue	10000
Direct Expenses	8000
Gross Profit	2000
Indirect Expenses	2500
Profit	-500
Tax	0
Profit After Tax	-500

Backyard Creators

Charithra Iswarya

Dhamo tharan K

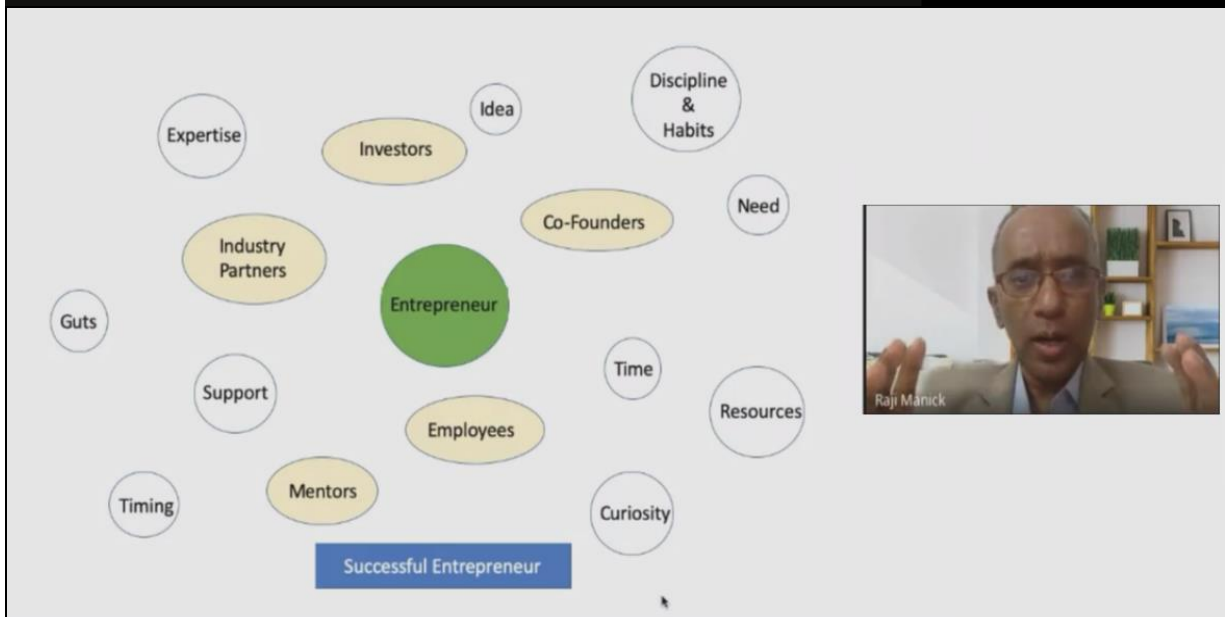
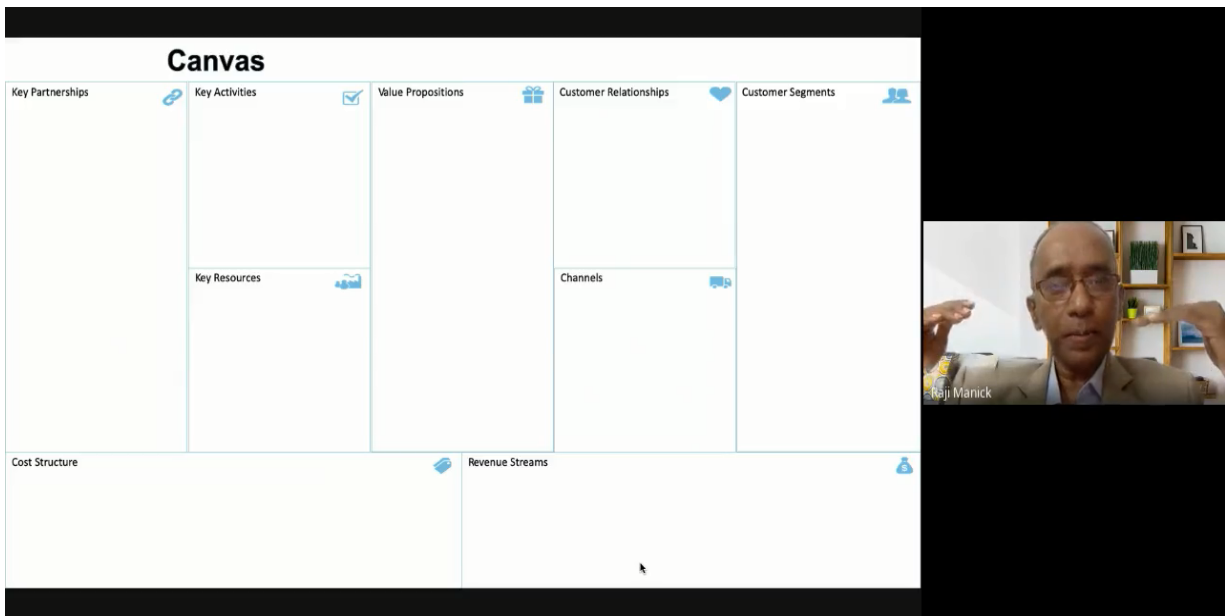
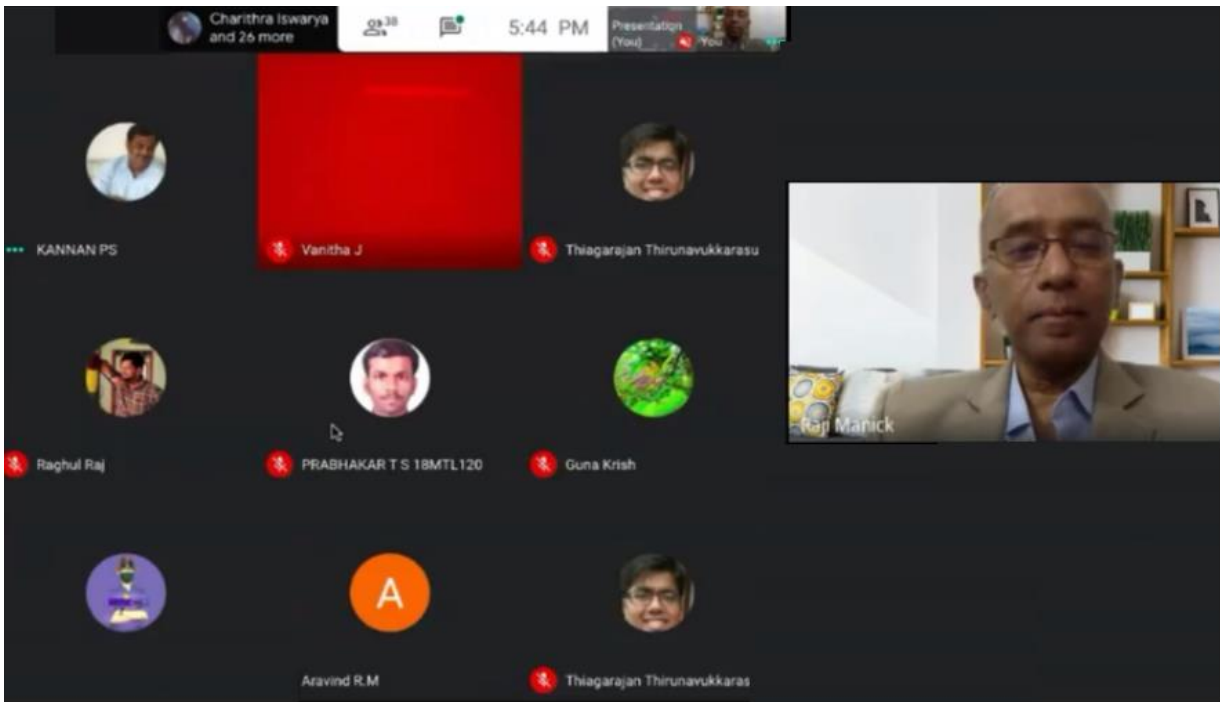
Dhisvanth MSD

Gautham Muthukumar

GOKUL RAJA

Guna Krish

Session on Financial Model
by Mr.RKRV Kannan| Chartered Accountant - RKR Associates



Sessions on Business Model Canvas
 by Mr.Manik Rajendran | Founder - iMMi Life, New Jersey

1.4 Finals

Final Pitch was held on December 19, 2020 FN through online. 3 jury panels had selected the top 3 winners under students, top 2 under others category & top 1 under accessibility category.

Product workflow

The diagram illustrates a product workflow centered around a 'Refurbot Web portal (Cloud)'. It features three main groups:

- B2B2C In-house and Open source experts technicians community** (left, blue oval): Interacts with the portal via 'Data collection' and 'Recommendation'.
- Inexpert or amateur Technicians / Freelancers / Hobbyist** (right, red oval): Interacts with the portal via 'Data sharing' and 'Subscriptions/Plans'.
- Electronics Mfg. and Trading Co.** (bottom, green oval): Interacts with the portal via 'Customized Data sharing'.

The central 'Refurbot Web portal (Cloud)' is connected to all three groups. Below the diagram, it states: 'Creating a virtual knowledge monetizing bridge between Solution Seekers'.

NANDA KISHORE KUMAR RAO

Innovator Presenting under Other category

POC & PROTOTYPE

The slide displays two images:

- POC**: A photograph of a circuit board with two yellow capacitors and a yellow multimeter.
- PROTOTYPE**: A photograph of a physical device with a pink circular component and a cardboard base.

A central badge reads: **PATENT FILED PRODUCT**.

Dr. VIMAL- VIS


Innovator Presenting under Student Category

How the device works?

1. the nerve impulse sensing ear device for by birth and completely hearing loss patients to hear the sound by sending a nerve impulse into inner ear (cochlear).

2. the nerve impulse are converted by the cochlear.


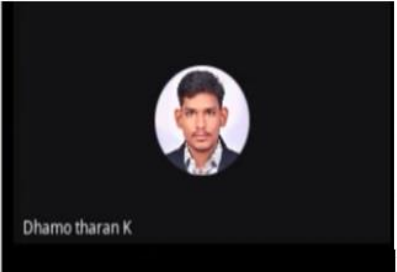
3. the nerve impulse are sent through the auditory nerve to brain. it avoiding an open skull surgery and placing a magnified electrode inside the skull. the device controlled by the brainwaves(eg).



INPUT DIGITAL SIGNAL PROCESSOR BRAIN COMPUTER

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Innovator Presenting under Accessibility Category

meet.google.com is sharing your screen Stop sharing Hide

6 12/19/2020

Innovator explaining with demo of his idea

2. Erode Startup Conclave & Innovation Award Ceremony

Startup Mania 5.0 had culminated with a “Startup Conclave & Innovation Award Announcement” on 19.12.2020. An eminent entrepreneur from USA delivered a keynote address and a panel discussion on “Support System for Aspiring Innovators and Startups” was also held and young startups with diverse background were the panellist. **More than 125 participants attended the conference.**

2.1 Felicitation Address



Mr.S.Nagarajan, I.A.S., Director – EDII/GoTN delivered Felicitation Address”

2.2 Panel discussion

The event had a **panel discussion** on the topic “**Support System for Aspiring Innovators and Startups**”. The panel discussion was moderated by Dr.S.Gowrishankar, Urologist & Angel Investor – NAN. The **panelists** included **Mr.Prateek Madhav**, Co-Founder & CEO, Assistech Foundation (ATF); **Mr.Palanirajan**, Founder, Rural Basket; **Mr.Siddharth Nair**, Founder, Xfinito Biodesigns & Student Investment Partner, Campus Fund



Panel Discussion on “Support System for Aspiring Innovators and Startups”

2.3 Conference - Keynote Address

Chief Guest **Mr.Ganesh RadhaKrishnan**, CEO, Wharfedale Technologies Inc, USA delivered the Keynote address and shared his entrepreneurial journey to students and other participants of the conclave.



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Ganesh Radhakrishnan
CEO Wharfedale Technologies
www.flipserve.com

December 19th, 2020




How Startup can SUCCEED – Sharing my Experience

- **Enough CAPITAL**
 65% Fail because they run out of CAPITAL
Raising Money is very critical and Money gives Network, Recruiting, Investment and Distribution
- **Strong Founding Team**
 Founder FIT who can complement and get it to work
A bus without direction and right people to get on their respective seat to get on right direction
- **Having Great Advisors**
 Surrounded by Right People is very very important to guide you on Marketing, Recruiting is important
Entrepreneur who have done it before and compensate them with Equity to be involved
- **Product Market Fit**
 Very Critical and you are nailing it what the Market wants by understanding what your customers needs



Keynote Address on “Future Startups” and Experience Sharing
by Mr.Ganesh RadhaKrishnan, CEO, Wharfedale Technologies Inc, USA

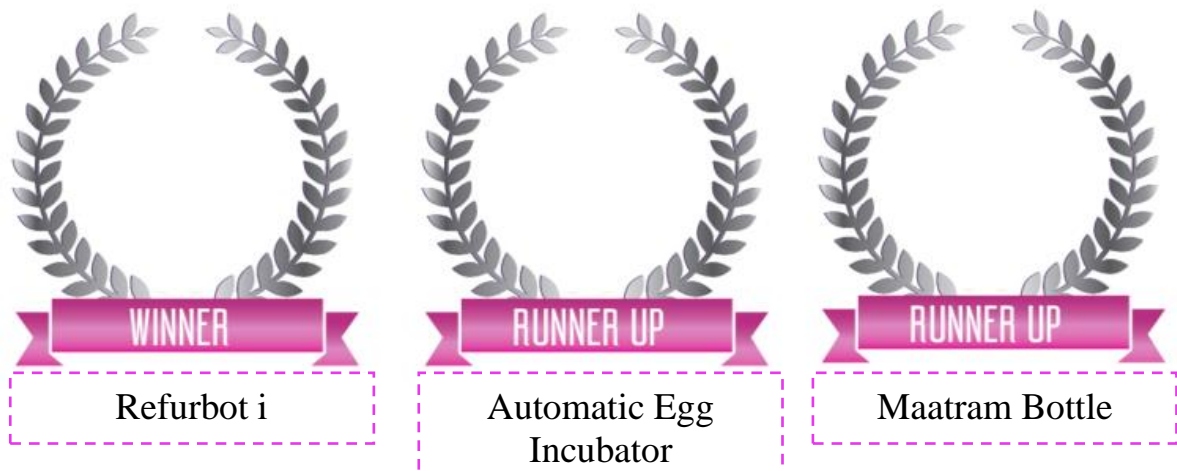
2.4 Award Announcement

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

Vertical – General (Students)



Vertical – General (others)



Vertical – Accessibility



Annexure

Annexure 1 – SM 5.0 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 all categories

Summary of Dates and Events

Date	Event	Mode	Details
14 th Aug'20	Launch of Startup Mania 5 online registration	Online	Press Release and launch of Web page
15 th Nov'20	Last date for Registration	Online	Ideas Received Students - 102 Others - 35 Accessibility - 19
10 th Dec'20	Prelims Presentation	Online	Ideas Shortlisted for Prelims Students - 25 Others - 8 Accessibility - 5
17 th Dec'20	Boot Camp	Online	Ideas Shortlisted for Finals Students – 10 Others - 5 Accessibility - 3
19 th Dec'20 FN	Finals Presentation	Online	
19 th Dec'20 AN	Conference & Award Ceremony	Online	Student - 1st, 2nd & 3rd Prize Other - Winner & Runner-up Accessibility - Winner



Annexures

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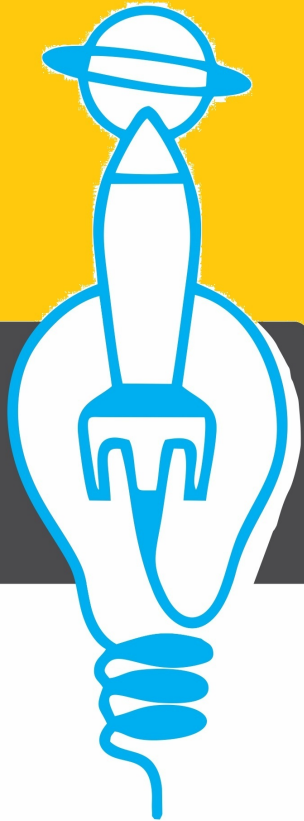
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CONVERT YOUR
IDEA
TO A **BUSINESS**
GIVE YOUR IDEA
THE WINGS
TO FLY

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www.startup-mania.in

LAST DATE - 15.11.2020

**WHO CAN
APPLY?**

Vertical : General
Students and Startups from Tamil Nadu

Vertical : Accessibility
Innovators and Startups across India

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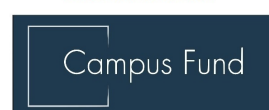
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Accelerator Partner



Investment Partner



Design Partner



Outreach Partner



Outreach Partner





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125 Years: 1895-2020



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1.3 LAKH
Prize Money

WHO CAN APPLY

Vertical : General
Students and Startups
from Tamil Nadu



Vertical : Accessibility
Students and Startups
across India

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LAST DATE FOR REGISTRATION • 15.11.2020



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INAUGURAL WITH POWER TALK
**ENTREPRENEURSHIP FOR
DREAM TAMILNADU**



Mr.Suresh Sambandam
CEO, Kissflow

14 August 2020 | 4.00 PM



ZOOM ID : 846 9195 8471

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DO IT NOW

sometimes later becomes never

Startup Mania 5.0

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14.08.2020

@ 4pm

Agenda



Time	Details
4.00pm - 4.05pm	Welcome Address - Mr. Om Saravanan Chairman - Nativelead, Erode
4.05pm - 4.10pm	Startup Mania Website Overview - Mr.P.S.Kannan Manager, TBI - Kongu Engineering College
4.10pm - 4.15pm	Special Address - Mr. R.Sivarajah Founder & CEO – Nativelead
4.15pm - 4.45pm	Power Talk - "Entrepreneurship for Dream TamilNadu" - Mr. Suresh Sambandam Founder & CEO - KissFlow
4.45pm - 4.55pm	Q & A
4.55pm - 5.00pm	Vote of Thanks - Mr.T.Thiagarajan Chair – Yi Erode

Applications invited for Startup Mania 5.0

EXPRESS NEWS SERVICE @ Erode

KONGU Engineering College (KEC) and Confederation of Indian Industries -- Young Indians are jointly organizing 5th edition of the business plan competition -- Startup Mania 5.0 in association with Entrepreneurship Development and Innovation Institute (EDDI) for students graduates, and startups across the state. This year, there is an additional category called 'Accessibility' where participants can present their innovations which will assist and make the lives of differently-abled easier. The release stated that the objective of the Competition is to develop an

entrepreneurial culture and competence among students and graduates. The Competition will include Idea Pitching, Boot camp, Mentoring, Funding Opportunities. It allows the participants to validate their idea and gain the required knowledge and insight, which will help them in starting an entrepreneurial journey. The participants who are selected from the preliminary round will be eligible to participate in a boot camp which is a two-day intensive training programme.

The winners of this Competition will be awarded cash prizes worth '1.30 lakh. Interested candidates can be submitted online at www.startup-mania.in



THE NEW
**INDIAN
EXPRESS**

COIMBATORE

Prelims

Date: 10.12.2020

Venue: Online

Jury Members

S.No	Jury Panel	Name	Detail
link		https://meet.google.com/jeg-rdkd-xmf	
1.	4pm to 6pm Students Panel (25 ideas) Day 1: 10.12.2020 12 ideas Day 2: 11.12.2020 13 ideas	Mr.Rajan BL Founder - Herbya	9790877878 blrajan@gmail.com
2.		Mr.Vignesh Annamalai Co-Founder & CEO Brand Maxima	98407 41478 vignesh@brandmaxima.com
3.		Dr.S.Shankar Chief Co-ordinator (R&D), KEC	94436 96035 shankar.mts@kongu.edu
4.		Mr.M.Saravanan Chair - Entrepreneurship Vertical Yi Erode	98431 27755 maduraitextiles@gmail.com
5.		Dr.S.M.Senthil Asst.Prof (Sr.Gr), Mech/KEC	99948 84614 smsmech.mech@kongu.edu
6.		Mr.R.P.Karthi Asst.Prof ECE/KEC	76676 27171 rpkarthik.ece@kongu.edu
Link		https://meet.google.com/ngm-zicy-bcz	
1.	4.30pm to 6pm Others Panel (8 ideas)	Mr.Deepak Arasu MD, Honor Applied Materials Pvt Ltd	9003799251 deepak@honormaterials.co.in
2.		Mr.Syed Mubarak Management consultant to SMEs	80721 73329 syedmdu1@gmail.com
3.		Dr.S.C.Vetrivel Asso.Prof, MBA/KEC	94422 11999 cvetrivel.mba@kongu.edu
4.		Mr.T.Thiagarajan Chair, Yi Erode	97871 21003 thiaga@gmail.com
5.		Dr.S.Praveen Kumar Asst.Prof (Sr.Gr), MTS/KEC	95005 75414 praveenkumar.mts@kongu.edu
Link		https://meet.google.com/vgo-eorp-dqw	
1.	5pm to 6pm Accessibility Panel (5 ideas)	Mr.Sidharth Selvam Director, Thought Bit Technologies	98841 14067 sid.selvam@gmail.com
2.		Mr.K.P.Ravindran Chair - Accessibility Vertical, Yi Erode	98947 69600 elaravindran@gmail.com
3.		Mr.P.S.Kannan Manager - TBI@KEC	99439 27275 pskannan@kongu.edu

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BOOTCAMP

17.12.2020

4pm - 7pm



MANICK RAJENDRAN

Founder of iMMI Life

Business Model & Presentation Skills



R KANNAN

Partner, RKR Associates.

Financial Modeling

ONLINE

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Yi

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Boot Camp

Date : 17th Dec 2020

Venue : Online Google Meet Link

Time : 4pm to 7 pm

<https://meet.google.com/prs-yuxp-bpk>

Schedule

Time	17.12.2020
4pm to 4.10pm	Context setting by Mr.T.Thiagarajan – Chair Yi Erode & Mr.P.S.Kannan – Manager TBI@KEC
Session 1 4.15pm to 5.30pm	Financial Modeling by Mr.RKRV Kannan Chartered Accountant, RKR Associates Chennai
Session 2 5.30pm to 7pm	Business Model & Presentation Skills by Mr.Manik Rajendran Founder, iMMi Life New Jersey

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Finals

Date: 19.12.2020

Venue: Online

Jury Members

S.No	Jury Panel	Name	Detail
link		https://meet.google.com/suv-thkw-crh	
1.	Students Panel (10 ideas) 10am to 12.30pm	Mr.Harshal Yerunkar Analyst @ Alvarez & Marsal Investment Team @ Campus Fund IIT Bombay	+91 98210 22101 harshal.yerunkar@yourcampusfund.com
2.		Mr.S P Jesu Raja Co-Founder – Pepperlearn Enlightenment Solutions P.Ltd	96003 79380 jesu.mech@gmail.com
3.		Dr.R.K.Vimal Nandhan Director – TIME Centre, Vellore	73730 55664 vimal.nandhan@time4education.com
4.		Mr.M.Saravanan Chair – Entrepreneurship Vertical - Yi Erode	98431 27755 maduraitextiles@gmail.com
5.		Mr.R.P.Karthi Asst.Prof ECE/KEC	76676 27171 rpkarthik.ece@kongu.edu
Link		https://meet.google.com/zaf-tjaz-ygf	
1.	Others Panel (5 ideas) 10.30am to 12pm	Mr.A.J.Balasubramanian Director at Aigilx Health	94441 50468 ajbala@gmail.com
2.		Mr.D.Shanmugasundaram Managing Partner - Venbro Polymers	94431 81304 shan@ceedees.com
3.		Mr.T.Thiagarajan Chair, Yi Erode	97871 21003 thiaga@gmail.com
4.		Dr.S.Praveen Kumar Asst.Prof (Sr.Gr), MTS/KEC	95005 75414 praveenkumar.mts@kongu.edu
Link		https://meet.google.com/wex-ovxi-bkh	
1.	Accessibility Panel (3 ideas) 11am to 12pm	Mr.A.Krishnamoorthy Advisor – ATFLabs, B'lore	+91 99020 36314 kichu100@yahoo.com
2.		Mr.T.H.Naveen Head – Design & Prototype, ARTILabs, B'lore	+91 9880 66121 design@artilab.org
3.		Mr.P.S.Kannan Manager – TBI@KEC	99439 27275 pskannan@kongu.edu

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Felicitation Address



Thiru S. Nagarajan, I.A.S.
Director | EDII/GoTN

Keynote Address



Mr. Ganesh Radhakrishnan
CEO | Wharfedale Technologies Inc, USA

Panel Discussion



Thiru Dr. S. Gowrishankar
Urologist & Angel Investor
NAN | Erode



Mr. Prateek Madhav
Co-Founder & CEO
Assis Tech Foundation (ATF)



Mr. Palani Rajan
Founder
Rural Basket



Mr. Siddharth Nair
Founder - XfinitoBiodesigns &
Student Investment Partner, Campus Fund

Erode Entrepreneurship Conclave (virtual)

Date: 19.12.2020

Time: 4.00pm to 6.30pm

Zoom ID: 845 1691 8947

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Incubation Partner



Accelerator Partner



Investment Partner



Design Partner



Outreach Partner



Outreach Partner



"Erode - Entrepreneurship Conclave cum Awards Ceremony"

Date : 19.12.2020

Venue : Online

Time : 4.00pm to 6.30pm

Zoom Link <https://us02web.zoom.us/j/84516918947>

Zoom ID : 84516918947

Agenda

4.00pm – 4.30pm	Online Login		
4.30pm - 4.35pm	Welcome Address & Brief on Startup Mania	Mr.M.Saravanan , Chair - Entrepreneurship Vertical, Yi Erode	
4.35pm- 4.50pm	Felicitation Address	Thiru S.Nagarajan, I.A.S. , Director – EDII/GoTN	
4.50pm – 5.00pm	Felicitation Address	Mr.S.Ommsharravana , Chairman -NAN Erode	
5.00pm – 5.45pm	Panel Discussion on “Support Systems for Aspiring Innovators and Startups”	Moderator Dr.S.Gowrishankar Urologist & Angel Investor - NAN, Erode 1.Mr.Prateek Madhav Co-Founder & CEO, AssisTech Foundation (ATF) 2.Mr. Palani Rajan Founder of Rural Basket 3.Mr. Siddharth Nair , Founder - Xfinito Bidesigns & Student Investment Partner, Campus Fund	
5.45pm – 6.15pm	Keynote Address	Mr.Ganesh Radhakrishnan CEO, Wharfedale Technologies Inc, USA	
6.15pm – 6.25pm	Announcement of Awards	Student - 1 st Prize	Other – Winner
		Student - 2 nd Prize	Accessibility - Winner
		Student - 3 rd Prize	
6.25pm – 6.30pm	Vote of Thanks	Mr.T.Thiagarajan , Chair – Yi Erode	

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Winner Details

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Winners

Vertical General – Student Innovators

Idea Title	Innovators	Institution
1st Prize - Rs.30,000		
Garland Stitching Machine	Bala Saravanan T R S	Thiagarajar College of Engineering, Madurai
2nd Prize - Rs.20,000		
Puro"O"Bottle	Sudeep B Raghul Raj D	Kongu Engineering College, Perundurai
3rd Prize - Rs.10,000		
Swachata Sewormtricity	Hafila Khairun S Alphin Punitha A Charithra Iswarya D	Holy Cross College, Trichy

***Special Mention:** Forme Charger Companion – Pon Rahul & Swana Simran Singh

Vertical General – Other Innovators & Startups

Idea Title	Innovators	Startup
Winner - Rs.25,000		
Refurbot i	Nanda Kishore Kumar Rao Uma	Electrofurb Solutions
Runner-Up - Rs.15,000 (each Rs.7,500)		
Automatic Egg incubator	Gunaal D Sibi M	Sri Aanoor Incubators
Maatram Bottle	Ram Kumar	Maatram

Vertical Accessibility

Idea Title	Innovators	Startup
Winner - Rs.30,000		
Adhesive Non-Surgical Hearing Aid	Raman Lakshmanan	Backyardcreators

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