

## Event Summary

# Startup Mania

Let's get bizzy

## 2017

### Business Model Competition

Entrepreneurship is the key engine for economic growth. Entrepreneurs, with their inherent intelligence, drive and hard work, have made best use of the opportunities available to them. Many entrepreneurial innovations have transformed the society, in which we live and enjoy the outcomes.

Our Hon'ble Prime Minister's vision of Startup India campaign is intended to build a strong ecosystem for nurturing innovation and Startups in the country that will drive sustainable economic growth and generate large scale employment opportunities. To support this initiative, **CII-Yi Erode Chapter jointly with NAN& TBI@KEC** as Knowledge Partners is organizing "Startup Mania" an annual "Business Model Competition" cum Conference on "Entrepreneurship".

The objective of the competition is to identify & showcase the innovative ideas / start-ups. Selected team will be provided mentoring, incubation and funding support to scale to next stage.

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

- **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.
- **The Conference** which aims to provide opportunities for young innovators and startups to meet successful business leaders and gain valuable insights by interacting like- minded individuals. this would create the most compelling environment for a vibrant startup ecosystem in the region and generate new business opportunities.

#### **Participation Category:**

- **Category 1: Students Innovators**  
UG/PG Students from Engineering Colleges, Arts & Science Colleges, B-schools etc.
- **Category 2: Other Innovators**  
Alumni, budding startuppreneurs, startups, entrepreneurs and working professionals.

### Schedule: Dates and Events

Date	Event	Venue	Details
06.02.2017	Launch of Startup Mania 1 - 2017	Erode	Press coverage - <b>Annexure - 1A</b> Flyer - <b>Annexure - 1B</b>
18.02.2017	Last date for Registration	Online	Ideas Received under Category Students - 220   Others - 25
25.02.2017	Prelims Presentation	TBI@KEC	Ideas Shortlisted for Prelims Students -21   Others -9
08.03.2017	Finals Presentation	TBI@KEC	Ideas Shortlisted for Finals Students - 5   Others -5
11.03.2017	Award Ceremony & Conference	Erode	A Winner & Runner in each category



### **Erode Entrepreneurship Conclave 2017**

**11<sup>th</sup> March 2017: Rotary CD Hall, Erode**

The Conclave was aimed at industry professionals, government officials, policy makers, entrepreneurs, students, faculty, consultants, and all other stakeholders who are associated directly or indirectly with innovation and entrepreneurship development in their respective fields of work.

Five eminent speakers with diverse background of Entrepreneurship addressed the conference on Entrepreneurship, How to Scale up Startups, Funding Options available, Entrepreneurial Success Stories etc.

More than 100 participants joined the conference.

The following documents are attached.

Conference flyer : **(Annexure – 1C)**

Few Photographs : **(Annexure – 1D)**

COIMBATORE

THE HINDU • TUESDAY, FEBRUARY 7, 2017

## CII-Yi Erode Chapter unveils plan for 'Startup Mania'

SPECIAL CORRESPONDENT

**ERODE:** CII-Yi Erode Chapter has announced conduct of 'Startup Mania', as a platform to nurture entrepreneurship, on March 11 for college students and youth with innovative ideas.

Teaming up with Native Angel Network -Erode, and Technology Business Incubator attached to Kongu Engineering College, the CII, through the event, aims to provide mentoring, incubation and funding support to prospective entrepreneurs

whose innovative ideas are technologically feasible, commercially viable and socially relevant.

### Road shows

The CII will conduct road shows in colleges to attract large-scale participation from across Tamil Nadu, Thiagarajan, Chair - Learning and Entrepreneurship Vertical, CII Yi Erode Chapter, told mediapersons.

Under the student category, the best two business models will be awarded cash prizes of ₹25,000 and ₹15,000

respectively.

Best models showcased under non-student category will be considered for venture capital funding and hand-holding support.

Eco-system in place at TBI for conversion of ideas into prototypes could be utilised by the prospective entrepreneurs, said P.S.Kannan, manager, TBI-KEC. There was no dearth of funds for fostering entrepreneurship, added R.Mohan, professor, Department of Management Studies, KEC.

Alongside business model

competition, the Erode Entrepreneurship Summit 2017 aims to provide opportunities for young innovators and startups to meet successful business leaders and benefit from their exposure.

### Best performers

The best performers will be honoured by School Education Minister K.Pandiara-jan at the valedictory session on March 11 at Hotel Oasis.

More details about registration can be had over phone: 9003748711 or email: j.prakash@cii.in.





Organized by



Confederation of Indian Industry



Native Angels Network



NATIVELEAD

Building Startup Ecosystem in Tier II & III regions

In Association with



TBI-KEC

INCUBATING SUCCESS



**Last Date for Registration - 18 February 2017**

Contact : Venkadeswari @ 84382 47485 | Prakash @ 90037 48711  
Email: j.prakash@cii.in | startupmania1@gmail.com



**Student Innovators**

**1st prize – INR 25,000**

**2nd prize – INR 10,000**

**Other Innovators**

**Opportunity for Angel Funding and  
Incubation Support**

## PRINCIPAL SPONSOR



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Webchirpy

**Startup Mania**  
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## Erode Entrepreneurship Conclave 2017

11<sup>TH</sup> MARCH 2017, SATURDAY, ROTARY CD HALL, ERODE - 4.00 PM ONWARDS

### SPEAKERS



**Mr. M. CHINNASAMI**  
Chairman, CII Erode Zone  
Chairman, Agni Steels (P) Ltd



**Mr. K. PREMNATH**  
Director  
Point Perfect Tech Solutions



**Mr. M. SATHYA KUMAR**  
Economic & Public Policy  
Thought Leader



**Dr. MADHAN KUMAR**  
Founder  
cliniciq - The Virtual Hospital



**Mr. D. VENKATESWARAN**  
Managing Partner  
Venbro Polymers



**Mr. M. MANJUNATH**  
Co-Founder  
The Happy Hens farm



**Mr. P. M. SENTHIL KUMAR**  
Director  
Hindustan Tantra Amsha



**Mr. A. YOGESH KUMAR**  
Joint Managing Director  
Trinity Colour India (P) Ltd



**Mr. ANAND THANGARAJ**  
Chair  
NAN Erode Chapter

### ORGANIZED BY



Confederation of Indian Industry



### FOR PARTICIPATION

Contact: Prakash / Sriram : 90037 48711 / 90036 33779



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## Idea Presentation - Prelims





## Idea Presentation - Finals





## **Erode Entrepreneurship Conclave 2017**

1600 Hrs: 11 March 2017: Rotary CD Hall, Erode



Panel Discussion





## Winner & Runner - Awards





