



Startup Mania^{3.0}

Let's get bizzy

ERODE

ENTREPRENEURSHIP CONCLAVE 2019

22nd FEB 2019

Organized by



In association with



Event Summary Report

Sponsors



Partners





"Startup Mania" an annual idea contest which is being organized for the third year now by CII-Yi Erode Chapter jointly with NAN\NLF 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

The main objective of the competition and conference 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: 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

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. **The Conference - Erode Entrepreneurship Conclave** which aims to provide opportunities for 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.

Campaign

Startup Mania promotional campaign was done through diverse methods such as Press Release, Mails to Colleges, Social Media - Facebook, WhatsApp, LinkedIn, FM Radios and in particular through Road shows in colleges in and around Erode. Mails and Posters were sending to all Engineering, Arts and Science, Polytechnic, Agri Colleges and B-Schools.



Road Show about Startup Mania to students



Road Show about Startup Mania to students

1. The Startup Mania - Idea cum Business Model Competition

CII – Yi Erode Chapter in association with NLFINAN and TBI @ Kongu Engineering College announced the 'Startup Mania 3.0' contest for students and other innovators on 01.10.2018. About **544 ideas** were **received under student innovators category** from **63 colleges in 16 districts**. Around **50 entries** were **received under other innovators category** from **12 districts across TamilNadu**.

1.1 Short listing of Ideas Received

Out of the above ideas, **38 ideas from students** and **13 ideas from other innovators** were **shortlisted for the prelims** on 12.02.2019 at TBI@KEC.



Team of Panelists along with organizers short listing Ideas Received under both category for Prelims

1.2 Prelims Presentation

On 12.02.2019, 13 members in 5 panels (4 for students and 1 for other innovators) reviewed the ideas presented by shortlisted innovators. **12 ideas from students** and **6 ideas from other innovators** were **shortlisted for the Bootcamp** on 20 & 21 Feb'19 & **Finals** on 22 Feb'19 FN at TBI@KEC.



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



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



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



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



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



Demo of the project to Members of Panel during prelims

1.3 Boot Camp

Boot-camp for 12 ideas of Students and 6 ideas of Other Innovators was held on 20th & 21st Feb 2019 at TBI@KEC. NLFINAN has coordinated the bootcamp with 4 resources persons including CA and dedicated mentoring sessions by 6 experts were done. Topics covered during the bootcamp are “Business Model Canvas”, “Basic Finance & Financial terms” and “The Art of Presentation”.



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



CA.G.N.Jayaraman, Session in progress



Participants interacting with mentors during Boot Camp



Mentor interacting with participants of Boot Camp

1.4 Finals

Final Pitch was held on Feb 22, 2019 FN at TBI@KEC. 2 panels consists of 3 and 5 members in each have selected the top 3 winners under students and top 2 under others category.



Innovator Presenting under Other category



Innovator Presenting under Student Category

2. Erode Entrepreneurship Conclave 2019

Start-up Mania 3.0 came to a grand conclusion with the Conference - “Erode Entrepreneurship Conclave 2019” cum Award Ceremony held at Hotel Rathna Residency, Erode on 22.02.2019 evening.



2.1 Presidential Address & Special Address



Mr.N.Shanmugam, Chairman – CII Erode during his presidential address



Mr.Santhosh Muruganandham, Founder and CEO, Kolapasi delivered a special address on “The Spirit of Entrepreneurship”.

2.2 Panel discussion

The event had a **panel discussion** on the topic “**Startup Ecosystem**”. The panel discussion was moderated by Mr.R.Sivarajah, CEO - NAN | Founder & President - NLF. The **panelists included Mr.D.Venkadeswaran**, Managing Partner, Venbro Polymers; **Dr.K.Suresh Kumar**, President ISBA and ED –PSG STEP; **Mr.C.Karthikeyan**, Managing Director, Magnic Technologies P Ltd; **Ms.Suriya Prabha**, Founder and CEO, Youcode Intelligence. The various components of the Startup Ecosystem and the importance of Technology Business Incubators (TBI) in shaping Entrepreneurs were discussed.



Panel discussion on the topic “Startup Ecosystem”



Guests and Participants at the Conference cum Award Ceremony

2.3 Conference - Key Note Address

Chief Guest **Mr.Kumar Vembu**, CEO and Founder, Gofrugal Technologies, delivered the Keynote address and shared his entrepreneurial journey. Nearly 400 participants attended the conference cum award ceremony.



Key Note Address by Mr.Kumar Vembu

2.4 Award Ceremony

The conclave concluded by awarding a cash prize of Rs.50,000/-, Rs.30,000/- and Rs.20,000/- to student winners (*sponsored by EDII, Government of Tamilnadu*) and cash prize of Rs.60,000/- and Rs.40,000/- to winners of others category. (*Sponsored by The Karur Vysya Bank Ltd*)

1st prize in student's category won by Mr.K.Jayanth of JKKN Dental College and Hospital. His idea **“Tooth pod”** a tablet that may replace the existing toothpaste packages in particular the tubes which contribute to plastic waste.

Winner in the other Innovators category was won by Dr.G.S.Rampradheep. Mr.M.Diwakar and Mr.V.Gowtham for their idea “Eco-Friendly construction Blocks from C&D Debris using CO2 Sequestration Technique.” Their idea was about how various Construction and Demolition waste can be put to good reuse through their innovation.

Mr.Kumar Vembu along with other dignitaries gave away the cash prizes to the winners under both the categories.



1st Prize “Tooth Pod” under Student Innovators Category



2nd Prize “Design and Development of Multi-Functional Geometric Tools”
under Student Innovators Category



3rd Prize “IoT Based Automatic Dual Row Turmeric Planting Agribot”
under Student Innovators Category



“Eco-Friendly construction Blocks from C&D Debris using CO2 Sequestration Technique”
Winner under Other Innovators Category



“Instant GPFR Wall Panel” Runner-up under Other Innovators Category



Vote of thanks by Mr. K.P.E.Ravindran Chair - Yi, Erode.

Summary of Dates and Events

Date	Event	Venue	Details
1 st Oct'18	Launch of Startup Mania 3 - 2019 online registration	CII Yi Erode	Press Release and launch of Web page
27 th Jan'19	Last date for Registration	Online	Ideas Received Students - 544 Others - 50
12 th Feb'19	Prelims Presentation	TBI@KEC	Ideas Shortlisted for Prelims Students -38 Others - 12
20 th & 21 st Feb'19	Boot Camp	TBI@KEC	Ideas Shortlisted for Finals Students - 12 Others -6
22 nd Feb'19	Finals Presentation	TBI@KEC	
22 nd Feb'19	Conference & Award Ceremony	Hotel Rathna Residency, Erode	Student - 1st, 2nd & 3rd Prize Other - Winner & Runner-up

Annexure

Annexure 1 - Press Coverage (Event Launch)

Annexure 2 - Contest Flyer

Annexure 3 - Conference Agenda

Annexure 4 - Conference Flyer

Annexure 5 - Press Coverage of the Conference

Annexure 6 - Detail of Winners

Business plan competitions for students, innovators

STAFF REPORTER
ERODE

To showcase the innovative business idea of students and innovators, Confederation of Indian Industries (CII) - Yi (Young Indians), Erode Chapter, is conducting "Startup Mania 3.0" in January and February next year.

Partnered with Native Lead Foundation and Technology Business Incubator of Kongu Engineering College (TBI@KEC), the third edition of a business plan competition is to develop entrepreneurial culture among students and others across the State and the region in particular.

Addressing reporters here on Monday, V.P.S. Radhakrishnan, Chairman, CII, R. Sivarajah, Founder and Chief Executive Officer, Nativelead Foundation, D. Shanmugasundharam, Chairman, Native Angels Network and K.P.E. Ravindran, Chairman, Young Indians, said



The poster for 'Startup Mania 3.0' that provides opportunity for students and innovations was released in Erode on Monday. ■ M. GOVARTHAN

that competitions include Idea Pitching, Boot Camp, Mentoring, Incubation and Funding Opportunities and an entrepreneurship conference will be conducted. It gives the participants an opportunity to validate their idea and gain the required knowledge and insight so that they can start their entrepreneurial journey with confidence, they added.

Short listed participants for finals will undergo two-day residential boot camp programme with trainers and the winners will be

awarded cash prize of ₹ 2 lakh and a chance to get incubated with grant or funding assistance. Conference and award ceremony will be held on February 2, 2019 at Kongu Engineering College.

The organisers said that last year, 670 ideas were received under the student category from 74 colleges and 50 ideas from innovators from across the State. Ideas can be submitted online at www.startup-mania.in on or before December 12, 2018. Further details are available in the website.



EVERY IDEA DESERVES TO
BE EXPRESSED!

St**A**rtup Mania 3.0

Let's get bizzy



PRAYAS Scheme Grant upto Rs.10 Lakh*



Prizes worth Rs.2 Lakhs



Mentoring Support



Angel Funding*

SUBMIT YOUR IDEAS

Last date for Registration
27th January 2019



STARTUPMANIA1

ORGANIZED BY



Confederation of Indian Industry



Young Indians
WE CAN DO IT

IN ASSOCIATION WITH



NATIVELEAD
Creating Nativepreneurs

TBI-KEC
INCUBATING SUCCESS



startupmania1@gmail.com



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www.startup-mania.in





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Give your
BUSINESS IDEA
the wings to fly high!

www.startup-mania.in

SUBMIT YOUR IDEAS

Last date for Registration : 27th January 2019



Prizes worth Rs.2 Lakhs



Mentoring Support



Angel Funding*



PRAYAS Scheme Grant
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St**Ar**tup Mania 3.0

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Conference cum Award Ceremony "Erode - Entrepreneurship Conclave 2019"

Date : 22.02.2019

Time : 4.15pm to 8.30 pm

Venue : Rathna Residency

Ruby Hall, Erode

Agenda

4.15pm – 4.45pm	Registration & Refreshment		
5.00 pm	Prayer Song		
5.05pm – 5.10pm	Welcome Address & About Startup Mania	Mr.M.Saravanan, Co-Chair, E&I Vertical, Yi Erode	
5.10pm – 5.35pm	"Spirit of Entrepreneurship"	Mr.M.Santhosh, Founder and CEO - Kolapasi	
5.45pm – 6.30pm	Panel Discussion on "Startup Ecosystem"	Moderator Mr.R.Sivarajah CEO - NAN Founder & President – NLF 1.Mr.D.Venkateshwaran, Managing Partner, Venbro Polymers 2.Dr.K.Suresh Kumar, President – ISBA / ED – PSG STEP 3.Mr.C.Karthikeyan, Founder & MD - MAGNIC Technologies 4.Ms.K.Suriya Prabha, Founder & CEO – YouCode Intelligence Solution	
6.35pm – 7.00pm	Key Note Address	Mr. Kumar Vembu, Founder & CEO, GoFrugal Technologies Pvt. Ltd	
7.05pm – 7.25pm	Awards to Winners	Student - 1 st Prize	Other - Winner
		Student - 2 nd Prize	
		Student - 3 rd Prize	Other - Runner up
7.25pm – 7.30pm	Vote of Thanks	Mr. K.P.E.Ravindran, Chair - Yi, Erode	
7.30pm – 7.35pm	National Anthem		
7.35pm - 8.30pm	Networking Dinner		

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Startup Mania 3.0

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ERODE ENTREPRENEURSHIP CONCLAVE & AWARD CEREMONY

22nd February 2019

KEYNOTE ADDRESS BY



Mr. Kumar Vembu

Founder & CEO, GoFrugal Technologies

SPECIAL ADDRESS ON "SPIRIT OF ENTREPRENEURSHIP" BY



Mr. Santhosh Muruganandam

Founder & CEO, Kolapasi

PANEL DISCUSSION ON STARTUP ECOSYSTEM

Moderator



Mr. Sivarajah Ramanathan

Founder & CEO, NATIVELEAD

Panel Members



Mr. D. Venkateshwaran

Managing Partner
Venbro Polymers



Dr. K. Sureshkumar

President - ISBA / ED
PSGSTEP



Ms. Suryaprabha K

Founder & CEO
Youcode Intelligence Solution



Mr. Karthikeyan C

Managing Director
Magnic Technologies (P) Ltd.

🕒 Registrations 4.15 - 4.45pm | Conclave 5.00pm to 8.00pm 📍 Hotel Rathna Residency, Erode

REGISTRATION

Yi Members | CII Members | IWN Members | Yuva | Academia - FREE

Other Delegates Rs.500

Followed by Dinner

RSVP : Manikanda Prasad | 90425 99425

SPONSORS





Student winners and other innovators of the Startup Mania competitions that was held in Erode recently.

Innovator awards presented to students

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Startup Mania, an annual business idea competitions for students and innovators, was held here recently.

Organised by the Confederation of Indian Industry - Young Indians, Erode, along with Native Lead Foundation and Technology Business Incubator of Kongu Engineering College (TBI@KEC), for the third year now, a conference-cum- award ceremony “Erode Entrepreneurship Conclave 2019” was held here in which winners were given grants.

Organisers said that 544 ideas by student innovators from 64 colleges in 16 districts and 50 ideas by other innovators from 12 districts, were received through online mode.

The panel of judges se-

lected 38 ideas from the students category and 12 ideas from other innovators category and a pre-final presentation was held at TBI.

A total of 12 student ideas and six other innovator ideas were selected and they had undergone two-day boot camp at the college.

At the award ceremony, Kumar Vembu, Chief Executive Officer and Founder, Gofrugal Technologies, delivered the keynote address while Santhosh Muruganandham, Founder and CEO, Kolapasi, delivered a special address. A panel discussion was also held on the topic “Startup Ecosystem”. Cash prize of ₹50,000, ₹30,000 and ₹20,000 were given to student winners while cash prize of ₹60,000 and ₹40,000 were given to winners of others category.



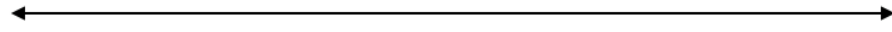
Student Innovator

Idea Title	Student Name	Bank Account Detail	Contact Detail
1st Prize - Rs.50,000/-			
Tooth Pod	K.JAYANTH JKKN Dental College And Hospital	A/c Name: JAYANTH. K A/c No : 10019370239 Bank : STATE BANK OF INDIA Branch : KOTTUR BRANCH IFSC : SBIN0001669	88700 88919 jayanth6999@gmail.com
2nd Prize - Rs.30,000/-			
Design and Development of Multi-Functional Geometric Tools	M.ARUNKUMAR Kongu Engineering College	A/c Name: ARUNKUMAR M A/c No : 1247170000112074 Bank : KARUR VYSYA BANK Branch : KEC NAGAR IFSC : KVBL0001247	99766 92637 mak9976692637@gmail.com
3rd Prize - Rs.20,000/-			
IoT Based Automatic Dual Row Turmeric Planting Agribot	S.MANO PRIYA N.BANU PRABA N.SEENU Kongu Engineering College	A/c Name: S. MANO PRIYA A/c No : 1237101032291 Bank : CANARA BANK Branch : VEERAPPANCHATRAM IFSC : CNRB0005567	manopriya.ssk98@gmail.com 96297 09063
			banupraba1998@gmail.com 94449 93027
			sriseenu8421@gmail.com 97504 62638

Other Innovator

Idea Title	Innovator Name	Bank Account Detail	Contact Detail
Winner - Rs.60,000/-			
Eco-Friendly Construction Blocks from C&D Debris using the Innovative CO2 Sequestration Technique	Dr.G.S.RAMPRADHEEP	A/c Name: RAMPRADHEEP G.S. A/c No : 1247155000076853 Bank : KARUR VYSYA BANK Branch : KEC NAGAR IFSC : KVBL0001247	97500 33500 gsramcivil34@gmail.com
	Mr.M.DIWAKAR		99408 49182 diwakarindia28@gmail.com
	Mr.VE.GOWTHAM		94435 45588 gowthamsoccer@gmail.com
Runners Up - Rs.40,000/-			
Instant GPFR Wall Panel	Mr.S.VENKATACHALAM	A/c Name: S.VENKATACHALAM A/c No : 1247155000078539 Bank : KARUR VYSYA BANK Branch : KEC NAGAR IFSC : KVBL0001247	82487 81094 bsv.venkat@gmail.com
	Ms.K.ANITHA		80122 10299 anithadivash@gmail.com

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sometimes *later* becomes *never*

