



# StArtup Mania 6.0

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## ERODE ENTREPRENEURSHIP CONCLAVE

Organized by



Confederation of Indian Industry  
125 Years - Since 1895



Young Indians  
WE CAN WE WILL

In association with



### Event Summary Report

#### Title Sponsors

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Partners



**"Startup Mania"** an annual idea contest which is being organized for the 6<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 college 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, graduates and startups** across TamilNadu **in the rural regions, in particular.**

## **Participant Category**

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- **Category 1: Students**  
Students of undergraduate, post-graduate 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: Graduates and Startups**  
Graduates from various streams and Startups across TamilNadu to shape their innovative ideas for the future.

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

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**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.

**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**

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Startup Mania 6.0 was officially launched online by Dr.A.Velumani, Founder – Thyrocare on 20.08.2021. Promotional campaign was done through diverse methods such as mailers to Colleges, Social Media - Facebook, WhatsApp, LinkedIn, and Instagram and through online/ offline Road shows for colleges and others. Mails with Digital copy of posters were sent to all Engineering, Arts and Science, Polytechnic, Agri Colleges and B-Schools across TamilNadu.

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Give your **IDEA**  
the **WINGS** to **FLY**

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## Official launch of Startup Mania 6.0

**StArtup Mania** 6.0  
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A circular portrait of Dr. R. Srinivasan, a middle-aged man with grey hair, a mustache, and glasses, wearing a dark suit and a light blue shirt.

**Mr. Shivaraja Ramanathan**  
Founder & CEO , Nativelead  
**Special Address**

20.08.2021 | Friday | 5 PM




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

**Dr.A. Velumani, Founder – Thyrocare has delivered a Power Talk about “Innovation & Entrepreneurship”**



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UVA  
Yi Learning Beyond Education



NATIVELEAD  
நாளை நமதே



TBI-KEC  
INCUBATING SUCCESS



CII  
Confederation of Indian Industry



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**Saravanan M**  
Chair  
Entrepreneurship Vertical  
Young Indians, Erode

Session on

**BELIEVE**  
it's Possible!

**STARTUP MANIA**  
a platform to realise  
Entrepreneurial dreams.

30.09.2021, Thursday.  
Time: 6.00 pm to 7.00 pm



Google Meet



Who can attend - Students | Graduates | Startups.

Got a business idea? Submit @ [www.startup-mania.in](http://www.startup-mania.in)



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Road Shows about Startup Mania to Students & others through online

## 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 6.0' contest for students and other innovators on 20.08.2021. **281 ideas** were **received under Students category from 39 colleges in 10 districts** and around **23 entries** were **received under Graduates & Startups category from 9 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 13.10.2021** at TBI@KEC. **41 ideas** (31 ideas of students and 10 ideas of Graduates & startups) were **shortlisted for prelims.**

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**Organiser with Expert Team short listing Ideas received for Prelims**

## **1.2 Prelims Presentation**

On 21.10.2021, 4 panels comprising of 12 members (3 panels for Students and 1 panel for Graduates / Startups) reviewed the ideas presented through online. **12 ideas from Students, 5 ideas from Graduates / Startups were shortlisted for the Bootcamp & Finals.**



**Panel -1 - Jury Member questioning a Student about his idea during prelims**


The screenshot shows a Zoom meeting interface. The main window displays a presentation slide titled "PROBLEM" in purple text. The slide content includes a photograph of a person applying plaster to a wall, a smaller image of a person painting a wall, and two square samples of textured plaster. The top status bar indicates "REMISHA S R 18CER143 is presenting". On the right, the "People" sidebar lists participants: TBI KEC (You) (Meeting host), GOWTHAMAN.G 18C..., Hariprashad SV, IT PROJECTS MEDIA, MIRUNA M 18CER091, Priya Navin, and RAGHUL PRASANTH... The bottom status bar shows the time as 5:50 PM and the session as "SM 6.0 Batch 2 - Prelims".

**Panel -2 - A Student Team presenting their idea during Prelims**


The screenshot shows a Zoom meeting interface. The main window displays a presentation slide titled "Introduction" in red text. The slide content is a flowchart titled "Process: Conversion of Cotton into Sliver" showing the steps: Cotton Bale, Cotton And Polyester Mixture, Step machine, Spraying Water, Mixed Cotton in Blow Room, Mechanical Wrap Block, and a final step with a circular arrow. The top status bar indicates "Yashigha Saravanan is presenting". On the right, the "People" sidebar lists participants: Yashigha Saravanan, Hilarajath Thiruna..., Mohan Dinash A, RAVIPRASHATH R N, Subramani Kuppasa..., sasi kumar, Ud 007, and VIGNESWARA G 20... The bottom status bar shows the time as 4:19 PM and the session as "SM 6.0 Batch 3 - Prelims".

**Panel - 3 – A Student Team presenting their idea during Prelims**


## KEY DIFFERENTIATORS




- Safety belts
- Customizable
- Effortless transition



- Effortless maneuverability
- Houses aluminum wheels with quick release axles



- Easy logistics
- Door Delivered
- D2C



- Accessories
- Geo tagging
- Alarm
- Mobile and laptop holder
- Lead time 3 days

"Standing up on my own has been a dream from 5 years, as I always needed someone to take things from shelves, now I feel independent" – Vaishali, Bangalore (Paraplegic)

"I feel flying, this is so smooth" – Dileep, Chennai, (Quadriplegic)

"People see me, not my wheelchair in this" – Ganesh, Chennai (Paraplegic)

5:19 PM | zor-bobv-bbl

Stop presenting

TBI-KEC

Sriram Thirumalai

Hemanand Ramasamy

Haribaskar MRL

**Panel - 4 – A Startup Team presenting their idea during Prelims**

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### Prelims Announcement

**Date :**  
**21**  
October  
2021

**Check the list at**  
**www.startup-mania.in**

**Time :**  
**04:00 PM**  
to  
**06:00PM**







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**Prelims results were announced on 23.10.2021**



### 1.3 Boot Camp

Boot-camp for 12 ideas of Students, 5 ideas of Graduates / Startups was held on 28<sup>th</sup> & 29<sup>th</sup> Oct 2021 at TBI@KEC. Topics covered during the bootcamp were, **Business Model**, **Financial Modelling** and **Marketing & Presentation Skills**. 45 no.of students and innovators participated and got benefitted.



**Session on Business Model Canvas  
by Mr.Jesu Raja | Founder & Managing Director, Bloom'21**





**Sessions on Marketing & Presentation**  
**By Mr.Senthil Kumar Rajappan | Founder, Your Coimbatore**



**Sessions on Financial Modeling**  
**By Ms.M.Aghila Devi | Founder, Migai Academy of Excellence**

**1.4 Finals**

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**Final Pitch was held on October 29, 2021 AN at TBI. 2 jury panels had selected the top 3 winners under students, top 2 under Graduates / Startups category.**



**Innovator Presenting under Graduates / Startups category**



Innovator Presenting under Students Category



Student Participant explaining with demo of his idea



## 2. Erode Startup Conclave & Innovation Award Ceremony

Startup Mania 6.0 had culminated with a “Startup Conclave & Innovation Award Announcement” on 30.10.2021. More than 250 participants attended the conference.



### 2.1 Presidential, Felicitation & Special Address



Dr.V.Balusamy, Principal - KEC delivered Presidential Address





**Mr. Nikunj Panchal, Associate - StartupTN / GoTN delivered Special Address**

## 2.2 Panel discussion

The event had a panel discussion on the topic “Spirit of Entrepreneurship”. The panel discussion was moderated by **Mr. R. Sivarajah**, Founder & CEO – NativeLead. The panelists included **Mr. Pradeep Thangavel**, Co-Founder, Terzo Technologies Inc; **Mr. K. Ram Prakash**, Co-Founder, Vidhya Vidhai Foundation; **Mr. A. P. Sasikumar**, Founder – Agnicart.



**Panel Discussion on “Spirit of Entrepreneurship”**

### 2.3 Conference - Keynote Address

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Chief Guest Mr.Senthil Sankar, Managing Partner, Shree Renga Polymers delivered the Keynote address and shared his entrepreneurial journey to students and other participants of the conclave.



Keynote Address and Experience Sharing by Mr.Senthil Sankar, Managing Partner, Shree Renga Polymers, Karur





## 2.4 Award Announcement

The Startup Conclave concluded by announcing the awardees under Students category with a cash prize of Rs.30,000/-, Rs.20,000/-, Rs.10,000/- and Rs.15,000/- to student winners (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> & Jury Prize – 2 Nos) and cash prize of Rs.30,000/- and Rs.20,000/- to winners of Graduates / Startups Category (winner & Runners-up) Sponsored by TANSIM (StartupTN), Government of TamilNadu.

### Students – Winners



**1<sup>st</sup> Prize – “ADTB - A Doctor To Be”**



**2<sup>nd</sup> Prize – “Natural Immuno-Boosting Masks”**





**3<sup>rd</sup> Prize – “Evay Cart: Smart & Multi-Purpose Vending Cart”**

### **Graduates / Startups - Winners**



**Winner – “Subclinical Mastitis Detection Cowside POC Device”**



**Runners-Up – “Standing Wheelchairs”**

## Summary of Dates and Events

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Date	Event	Mode & Venue	Details
20.08.2021	Launch of Startup Mania 6 online registration	Online through Google Meet	Press Release and launch of Web page
10.10.2021	Last date for Registration		Ideas Received Students - 281   Graduates / Startups – 23
21.10.2021	Prelims Presentation		Ideas Shortlisted for Prelims Students - 31   Graduates / Startups – 10
28 <sup>th</sup> & 29 <sup>th</sup> Oct'21	Boot Camp	Offline @ TBI-KEC	Ideas Shortlisted for Finals Students – 12   Graduates / Startups – 5
29 <sup>th</sup> Oct'21 (AN)	Finals Presentation		
30 <sup>th</sup> Oct'21 (FN)	Conference & Award Ceremony		Student - 1st, 2nd & 3rd Prize & Jury Prize Graduates / Startups - Winner & Runners-up

## Annexure

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**Annexure 1** – SM 6.0 Launch Posters

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

**Annexure 3** - Conference & Panel discussion flyers

**Annexure 4** - Conference Agenda

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

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## Annexures



# StArtp Mania<sup>6.0</sup>

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## Themes :

AgriTech  
AssistiveTech  
CleanTech  
Med Tech  
Waste Management Tech

TOTAL PRIZE MONEY : ₹1,25,000/-

LAST DATE :  
10.10.2021

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WHO  
CAN  
APPLY ?

Students  
Graduates, Startups

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Give your **IDEA**  
the **WINGS** to **FLY**



Launch of

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**Dr. A Velumani**  
Founder , Thyrocare  
Chief Guest & Launch Address



**Mr. Shivaraja Ramanathan**  
Founder & CEO , Nativelead  
Special Address

 **Zoom ID : 920 3015 3682**  
Passcode : 548498

**20.08.2021 | Friday | 5 PM**

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## St**A**rtupTN

### Prelims Announcement

Date :  
**21**  
October  
2021

Check the list at  
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Time :  
**04:00 PM**  
to  
**06:00PM**



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## Prelims Jury Members

Date: 21.10.2021		Time: 4pm to 6pm	Venue: Online
S.No	Jury Panel	Name	Detail
link	Batch 1 Students	<a href="https://meet.google.com/fst-yzmk-gzq">meet.google.com/fst-yzmk-gzq</a>	
1.		<b>G.Elangkavi B.E.,M.B.A.,</b> Managing Partner, Hitech Rubber Products	99429 55265
2.		<b>Dr G Yuvabalakumaran MD</b> HOD Dept of Radiology, Vinayaka Missions Medical college	96889 88877
3.		<b>S P Jesu Raja</b> Founder Bloom 21	97894 72311
4.		<b>Mr.M.Saravanan</b> Chair - Entrepreneurship Vertical, Yi Erode	98431 27755
link	Batch 2 Students	<a href="https://meet.google.com/fvx-fbph-cjd">meet.google.com/fvx-fbph-cjd</a>	
1.		<b>Hari Prashad SV</b> Managing Partner, Erode Entertainment Enterprise	98422 27272
2.		<b>Sangeetha</b> Founder, Pokisham	98655 11414
3.		<b>Shameer</b> Co founder - By The Startup community	99524 84192
4.		<b>Priya Navin</b> Yi Chair & Founder - Peekaboo	90470 36969
Link	Batch 3 Students	<a href="https://meet.google.com/oms-vhmr-sxc">meet.google.com/oms-vhmr-sxc</a>	
1.		<b>Navin. S.</b> Proprietor, Priya tex	94432 36969
2.		<b>Mohandinesh Ayyasamy</b> Management and Governance Consultant	99656 18186
3.		<b>A P Sasikumar</b> Founder - Agnicart	99166 51433
4.		<b>Mr.T.Thiagarajan</b> IPC, Yi Erode	97871 21003
Link	Batch 4 Startups	<a href="https://meet.google.com/zor-bobv-bbi">meet.google.com/zor-bobv-bbi</a>	
1.		<b>Haribaskar</b> Managing Partner, MRL Transports,	98944 99177
2.		<b>Shriram Thirumalai</b> Founder & CEO – HiPER Automotive Pvt Ltd	96297 99271
3.		<b>Hemanand R</b> Founder & CEO – MachDatum Pvt Ltd	98424 38951
4.		<b>Mr.R.P.Karthi</b> Asst.Prof – Dept of ECE, KEC	76676 27171



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### Bootcamp & Finals Announcement

Check the list at  
[www.startup-mania.in](http://www.startup-mania.in)

Date: 28/10/2021 , 29/10/2021 | Time: 9am - 6pm

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## Boot Camp & Finals

**Date :** 28<sup>th</sup> & 29<sup>th</sup> Oct 2021

**Venue :** TBI Conference Hall

**Time :** 9.00 am to 6.00 pm

TBI@KEC, IT Park

### Schedule

Date / Time	28.10.2021	29.10.2021
9.00 am to 9.30 am	Registration	Recapping of earlier sessions
<b>Session 1</b> 9.30 am to 12.30 pm	<b>Business Model Canvas</b> by <b>Mr.Jesu Raja</b> Founder & Managing Director Bloom'21	<b>Financial Modeling</b> by <b>Ms.M.Aghila Devi</b> Founder Migai Academy of Excellence
1.00 pm to 2.00 pm	<b>Lunch Break</b>	
<b>Session 2</b> 2.15pm to 4.45pm	<b>Marketing &amp; Presentation</b> by <b>Mr.Senthil Kumar Rajappan</b> Founder Your Coimbatore	<b>Finals Presentation</b> by Students & Graduates / Startups
<b>Session 3</b> 5.00 pm to 6.00 pm	Preparing Final Pitch	

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## Finals

Date: 29.10.2021

Time: 2.30pm to 5 pm

Venue: TBI@KEC

## Jury Members

S.No	Jury Panel	Name	Designation & Company
1.	2.30 pm to 5.00 pm Students Panel (12 ideas)	Mr.A.Yogesh Kumar	JMD Triniity, Erode
2.		Mr. Thangavel Raj J	Director & Consultant Profile Trace, Erode
3.	Coordinator	Mr.M.Saravanan	Vertical Chair E&I, Yi Erode
1.	2.30 pm to 4.00 pm Graduate & Startup Panel (5 ideas)	Mr.G N Jayaram CA	Karthikeyan & Jayaram Chartered Accountants, Erode
2.		Mr.P.M.Sivashankaran	MD The Oasis Restaurants, Erode
3.	Coordinator	Mr.T.Thiagarajan	IPC, Yi Erode

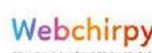
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## ERODE ENTREPRENEURSHIP CONCLAVE

30<sup>th</sup> OCT 2021

PARTNERS



INDIAN SCIENCE AND TECHNOLOGY  
ENTREPRENEURS PARKS AND  
BUSINESS INCUBATOR ASSOCIATION





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## ERODE ENTREPRENEURSHIP Conclave

30<sup>th</sup> October 2021

10:00AM to 12:30PM

MBA Seminar Hall,  
Kongu Engineering College.



PARTNERS

### Keynote Address



**Mr. Senthil Sankar**

Managing Partner  
Shree Renga Polymers

### Panel Moderator



**Mr. R. Sivarajah**

Founder & CEO  
NativeLead

### Panel Member



**Mr. Pradeep Thangavel**

Co-Founder  
Terzo Technologies Inc

### Panel Member



**Mr. Ram Prakash K**

Co-Founder  
Vidhya Vidhai Foundation

### Panel Member



**Mr. A.P. Sasikumar**

Founder  
Agnicarts



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## "Erode - Entrepreneurship Conclave cum Awards Ceremony"

**Date:** 30.10.2021

**Venue:** MBA Seminar Hall

**Time:** 10.00am to 12.30pm

Kongu Engineering College

### Agenda

09.45 am – 10.00 am	Registration			
10.00 am – 10.05 am	Welcome Address & Brief on Startup Mania	Mr.M.Saravanan, Vertical Chair – E&I, Yi Erode		
10.05 am – 10.15 am	Presidential Address	Dr.V.Balusamy, Principal – KEC		
10.15 am – 10.25 am	Felicitation Address	Mr.R.Sivarajah, Founder & CEO – NativeLead		
10.25 am – 10.35 am	Special Address	Mr.Nikunj Panchal, Associate - StartupTN / GoTN		
10.35 am – 11.35 am	Panel Discussion on “Spirit of Entrepreneurship”	Moderator Mr.R.Sivarajah Founder & CEO – NativeLead  1. Mr.Pradeep Thangavel Co-Founder, Terzo Technologies Inc  2. Mr.K.Ram Prakash Co-Founder, Vidhya Vidhai Foundation  3. Mr.A.P.Sasikumar Founder - Agnicart		
11.35 am – 12.05 pm	Keynote Address	Mr.Senthil Sankar Managing Partner, Shree Renga Polymers		
12.05 pm – 12.25 pm	Announcement of Awards	Students		Graduates & Startups
		1 <sup>st</sup> Prize	Jury – Award 1	Winner
		2 <sup>nd</sup> Prize		
		3 <sup>rd</sup> Prize	Jury – Award 2	Runner up
12.25 pm – 12.25 pm	Vote of Thanks	Ms.Priya Navin, Chair – Yi Erode		

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**Winner Details**

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## Winners

### Students

S.No	Idea Title	Innovators	
1.	ADTB-A Doctor To Be	Kailash S Shankar Raaj R Premkumar S	<b>1<sup>st</sup> Prize</b> (Rs.30,000)
2.	Natural Immuno-Boosting Masks	Hariharan M Dinesh Kumar K Vivek N	<b>2<sup>nd</sup> Prize</b> (Rs.20,000)
3.	Evay Cart: Smart & Multi-Purpose Vending Cart	Moneeshvar S Aravindhnan S Thanuj R	<b>3<sup>rd</sup> Prize</b> (Rs.10,000)
4.	Automatic Egg Boiling & Peeling Machine	Gowtham S Allen Jeffris A Deelip Kandan K	<b>Jury Prize -1</b> (Rs.7,500)
5.	Wizard Screed Panel	Gowthaman G Remisha.S.R Miruna.M	<b>Jury Prize - 2</b> (Rs.7,500)

### Graduates & Startups

S.No	Idea Title	Innovators	
1.	Subclinical Mastitis Detection Cowside POC Device	Dr.Ragul Paramasivam Dr.Karthik Deekonda Dr.Anirudh Sriraam	<b>Winner</b> (Rs.30,000)
2.	Standing Wheelchairs	Mr.Naveen Kumar M Ms.Harini S Mr.Bharathi S Mr.Aghilan B	<b>Runner-Up</b> (Rs.20,000)

# DO IT NOW



sometimes *later* becomes *never*

