

इंजनरिंग

STARTUP ACCELERATION PROGRAM

A structured 10 weeks program starting from 1st week of May, 2021

REPORT



Program Overview

AIC-NITF was planned to run a Startup Acceleration Program during the months of April-June for the Odisha based Startups at Pre-Market or Early Traction levels of growth. The Acceleration program was designed to give the participating startups a complete strategic outlook towards their business proposal and prepare for the future challenges pertaining to their respective fields of operation.

The program was being partnered by Lemon School of Entrepreneurship they were the Knowledge Partner for the pedagogical learning sessions and assessment evaluation methodology. The entire program was designed to train and develop foundational entrepreneurial skills that shall enable the startups to develop capabilities for taking up the challenging journey of Entrepreneurship and make them market and investment ready.

Partners

Associate Partner



Knowledge Partner



Industry Partner



Ecosystem Partner



Duration

The Duration of the Acceleration Programme was of 10 Weeks.

Application Process, Selection & On-boarding

- **Application**
 - Start Date : 03rd May 2021
 - End Date : 28th July 2021
 - Mode of Application : Online
 - No. of Application received : 75
- **Selection Process**
 - Criteria Based Scoring
 - Problem Identification
 - Innovativeness & Uniqueness of the solution
 - Market Understanding
 - Unfair advantage
 - Team potential
 - Interview
 - Shortlisted startups were
- **On-Boarding**
 - Letter of consent received from selected startups.
 - Web-based profile created for each individual startup.
 - Digital monitoring & Assessment mechanism.

Program Structure

- Master-Class by Lemon School of Entrepreneurship
- One-to-One mentoring Session by CII
- Open-House Session
- Pitch-Deck Presentation

Session Details

A. Master-Class by Lemon School of Entrepreneurship

Session 1

Topic: INAUGURAL & ORIENTATION

Speaker:

Date: 03rd May 2021





Session 2

Topic: Introduction to Entrepreneurship

Speaker: Mukesh Ashar, Deepak Menaria

Date: 05th May 2021

Session 3

Topic: Problem Solution Modeling

Speaker: Mukesh Ashar, Deepak Menaria

Date: 07th May 2021



Session 4

Topic: Understanding Customer Empathy

Speaker: Deepak Menaria, Mukesh, Ashar, Dwaria Uniyal

Date: 10th May 2021

Session 5

Topic: Ideation and Idea Validation

Speaker: Mukesh Ashar, Deepak Menaria

Date: 12th May 2021





Session 6

Topic: Panel Discussion On Optimizing The Startup Journey With Key Strategies Of Bootstrapping & Indian Jug

Panelists:

1. Col. Krishan Kumar Singh
2. Mr. Shriram Mokhasi
3. Mr. N. Girish Raju
4. Lt Col. Saurabh Shah
5. Mr. Krishnkant Chaturvedi

Date: 14th May 2021

Session 7

Topic: Managing Accounts & Bookkeeping

Speaker: N Girish Raju

Date: 17th May 2021



Session 8

Topic: Business Modeling

Speaker: Mukesh Ashar, Deepak Menaria

Date: 19th May 2021

Session 9

Topic: IPR and Legal Compliances

Speaker: Priyanka Metha, N Girish Raju

Date: 21st May 2021

Minimum Members			
Entity	Director	Minimum Shareholders	Maximum Shareholders
Private (PVT)	2	2	200
Public (PLC)	3	7	No limit
One person (OPC)	1	1	1
LLP	-	2	No limit

Session 10

Topic: Understanding Investor Empathy & Funding Readiness
Panellist: 1. Shashank Randev Founder 100x.VC
 2. Ms Minal Shah Assistant Vice President - Investments at Inflection Point Ventures
 3. Deepak Menaria, Founder & CEO
Speaker: 1. Narayanan S, Cofounder Unschool. in
 2. Narayan Lal Gurjar, Founder at EF Polymer
Date: 28th May 2021

Session 11

Topic: Presentation Skills
Speaker: Deepak Menaria
Date: 3rd May 2021

Session 12

Topic: AMA about Pitch Deck Preparation
Speaker: Deepak Menaria, Mukesh Ashar, Saurabh Shah
Date: 02nd June 2021

B. One-to-One mentoring Session by CII Panel of Industry Experts

Session 1

Topic: For Health & Education sector based startups.
Speaker: 1. Biplab B Bugudai, Director, DIET
 2. Nilanjana Mukherjee Unit Head, AMRI Hospitals
Date: 04th May 2021



Session 2

Topic: E-Commerce, Hospitality & Service Sectors
Speaker: 1. Rudra Shankar Satapathy Director, In2IT Enterprise Business solution
 2. Mohammad Azim Managing Director, Metto Supermarket Pvt Ltd.
Date: 11th May 2021

Session 3

Topic: Industry Meet Up (IT & Manufacturing)

Speaker: 1. Ashwini Kumar Rath,
Director & CEO, Batoi Systems
2. Ashish Agarwal,
Director, Oriplast

Date: 18th May 2021



Session 4

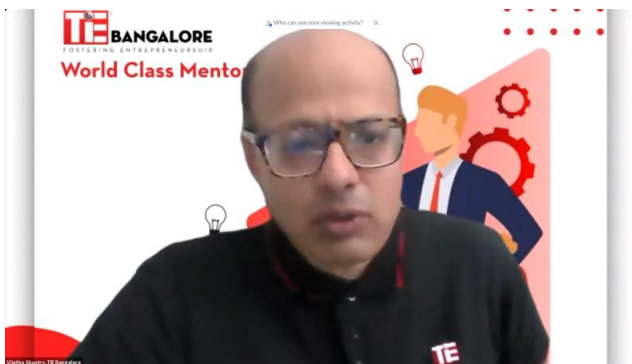
Topic: Industry MeetUp

Speaker:

1. Mr. Prasant Panigrahi,
Managing Director Gayatri
Engineering Construction &
Consultancy
2. Mr. Sriram Panda,
Managing, Director MITS Mega
Food Park

Date: 01st June 2021

C. Open House Session



Session 1

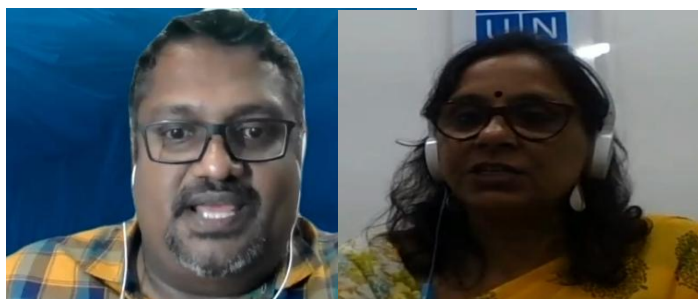
Topic: Startup & the Ecosystem
Around

Speaker: Mr. Vijetha Shastry,
Executive Director, TiE
Bangalore

Date: 06th May 2021

Session 2

Topic: Open House Session with Expert
Speaker: Dr Lakshmi Meera, AVP &
Head Forge Academy
Date: 13th May 2021

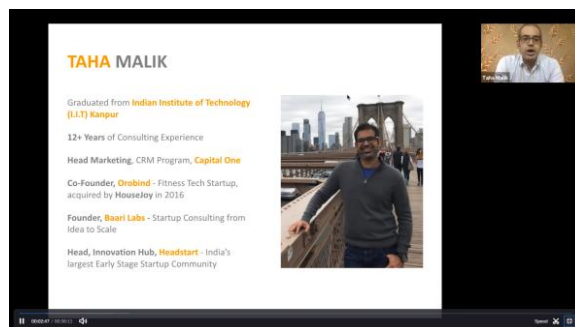


Session 3

Topic: Understanding Sustainable Development Goals
Speaker: Mr Jaimon C Uthup, Policy Specialist-SDGs, UNDP India
Date: 20th May 2021

Session 4

Topic: Open House Session with Expert
Speaker: Mr Taha Malik, Founder & CEO, Baari Labs
Date: 11th June 2021



What is a Pitch?

Asking for money is never easy!

Why Pitch?

- Get Validation
- Get Feedbacks
- Make customers by your product
- Collaborate
- Raise Funds

EASY TO PITCH

Session 5

Topic: Things to know before you pitch
Speaker: Ms Priyanka Madnani
Founder & CEO
Easy To Pitch
Date: 01st July 2021

Way Forward

Demo day of all startups are scheduled in Last week of July.