IITRAM & DST

presents

IdExpo

at

Repertus 2K16

Executive Summary

To encourage the spirit of entrepreneurship and to visualize the ideas among the participants and build the minds of budding engineering enthusiasts, an event **IdExpo** is being organized in the institute. The focus will be on students presenting their startup ideas and products, kick starting the ideation techniques among other students willing to take calculated risks to add value to wider society with the hope of making money and building wealth.

This expo is planned day long on April 3, 2016 at institute campus, powered by DST (Dept. of Science and Technology, Govt. of Gujarat) in association with IITRAM.

Objectives

Entrepreneurship is widely regarded as instrumental in economic growth, a balanced regional development and for creating jobs. To fulfill what is called their 'third obligation', universities are expected to contribute by research, teaching and transfer of technology. Thus **IdExpo** visualizes:

- To enable the participants to develop their right brain to enhance entrepreneurial capabilities as well as their left-brain for analytical skills & encourage and stimulate the entrepreneurial imagination beyond limits.

Startups are widely emerging in India with startup policies being normalized and made liable for young enthusiast entrepreneurs to build their ideas into reality with creation of jobs and indirectly increasing utilities for public. A startup requires a proper business plan to be executed and these plans emerge from guided entrepreneurship capabilities and leadership. Keeping this in mind, IdExpo plans:

- To create and develop young minds for a successful business plan, that exposes a new company's strengths and weaknesses and reveals ways to capitalize on the strengths, also provides a structure for the company's pursuit of the winner's trophy.
- To provide knowledge and understanding of the business, improving chances of success, and diminishing the risks of failure as a startup owner in formation of their business plans.

Event Outline

The main goal of this event is to provide a platform for students and successful entrepreneurs to interact and get educated on the ideological as well as practical aspects of the upcoming market growth & it's specific demands to emerge out with a successful startup. The salient goal might be considered as the growth in communication network of an individual. The participants are requested to present their registered product(s) or a unique startup idea and an initial business model.

The event will recognize the need to invest into creating and building entrepreneurship skills amongst the youth in the country. Following will be carried out at the campus.
- Startup idea/model presentation by participants,
- Entrepreneurial Spark & Startup Talk on new & successful startup policies to the participants by different speakers,
- Incubation and fund raising techniques for firing up startup,
- Awarding the best 3 ideas selected by DST.

Creating and building a youth entrepreneurial culture in the society calls for few prolonged strategies. One of them being, providing a platform for building the awareness and initiating the youth into the concept of youth entrepreneurship which is achieved by entrepreneurship education. The other approach is to promote this culture through technology platforms and reach out to address some of the gaps and encourage entrepreneurship education through learning through role models. Quite a few values, thinking patterns, attitudes etc. are imbibed by the individuals based on their role models' personality and character. Therefore engaging successful youth and adult entrepreneurs as youth entrepreneurship ambassadors would be one of the best strategies to motivate and build youth entrepreneurship culture amongst the youth.

When a young entrepreneur receives a reward, his success story gets to be known to everyone. Seeing someone taking up entrepreneurship and going on to become a successful entrepreneur does make other aspirants more confident of trying his or her hand at starting their own. Success always prompts people to take risks and help the families and society accept the idea of encouraging the youth to take up entrepreneurial ventures.

Field experts and DST delegates are invited to share their entrepreneurship struggles indeed and hence is required as a primary task to set up guest lectures to motivate the participants.

Repertus 2K16 expects a swarm of participants for IdExpo. Schedule of the event will be uploaded soon.

Goals

We believe that the secret of getting ahead is getting started and keeping that in mind, **IdExpo** is being organized under the banner of Repertus 2K16 at IITRAM, and focuses on an initiated mission to encourage and disseminate knowledge about entrepreneurial, management and startup-initiation skills. It will be managed and driven by students of IITRAM in collaboration with DST. The key events to be held at the **IdExpo** are,
- Next Young Turk – a competition of pitch presentations on idea execution (or, product) and business models,
- Entrepreneurial Spark – a platform for the students to interact with field experts,
- Startup Talk – organize your business plans keeping in mind uniqueness of your idea – patents' talk along with startup policies,
- Inception – selecting the 3 best of presented models/ideas – by DST.

Our goal is to give something to the startup community among the youths and encouraging them to indulge more into such innovate ideas to bring about changes in society.

As architecting, analyzing, and managing data in an effective manner is a great challenge and a tremendous area of opportunity for new business innovation, IdExpo is the best platform to get equipped with the help you seek.