



# UNCONFERENCE

# ABOUT E-CELL IIT MADRAS

Entrepreneurship Cell IIT Madras is a student organisation aimed towards imbibing spirit of entrepreneurship, and creating future change makers and leaders. We initially started as a body to cater needs only of IITM students and faculties but have since expanded and are doing it on a pan India scale. With plethora of events like Hackathons, B-Planning Competitions, Workshops, Talks and panel discussion, we cater audience from startup enthusiast to hardcore Entrepreneurs.

## **Why student entrepreneurship?**

Entrepreneurship prepares students for long-term work achievement. It enhances and instils qualities that are necessary for future success. Student entrepreneurs gain hands on experience with their education and make for better future leaders and change-makers.

## **What sets us apart?**

**E-Club:** A club in IITM where students embark on their entrepreneurial journey. We provide E-Club members mentoring right from idea validation stage.

**E-Update:** One of the few focus group of students by students to provide updates about Startup ecosystem and motivate student community to take up entrepreneurship.

# UNCONFERENCE

ONE OF INDIA'S LARGEST STUDENT - RUN  
CASE STUDY COMPETITIONS

## CAN YOUR IDEA CHANGE THE WORLD?

Unconference is more than a case study competition where student innovators from all over the country meet and ideate on most pressing problems of India. It's an exciting journey that gives the student a taste of entrepreneurship.

Meet and collaborate with wantrepreneurs across India, Industry Experts and mentors to expand your limits.

### **STAGE 1: INSPIRE**

#### **Register Online – Learn more about the sectors through webinars**

Get inspired: Register Online, setup your profile and fill your preferences for the sector.

### **STAGE 2: NETWORK**

#### **Team Formation – Form your team online on our Dashboard**

Get Acquainted: Network with other participants, learn team building and form a team.

### **STAGE 3: INNOVATE**

#### **Release of Case Study – Mentor allotment**

Connect to mentors and get an insight on your sectors: Selected candidates will have access to a designated mentor and Master Classes viz a viz. support to develop business skills and enhance your skills.

### **STAGE 4: UPLIFT**

#### **Entrepreneurship 101 – hands on experience of entrepreneurship**

Wantrepreneurs meet at IIT Madras: Finalist meet @ IIT Madras and they get to explore India's no 1 college and a startup haven, intensive mentoring, startup Walk – meet the industry disruptors in various sectors and finally get an opportunity to pitch ideas to mentors and industry leaders.

# WHAT'S NEW THIS YEAR?

## **DASHBOARD**

An entrepreneur learns from the people he/she interacts with. “Your network is your net worth”. Having these visionary words in mind, Dashboard has been designed so that participants can interact on an online platform for discussing their thoughts, visions and network in a well-structured fashion. Participants may discuss on case studies and form team among each other and hence, enhancing and showcasing their team building skills.

## **MENTORING AND MASTER CLASSES**

In order to assist participants with the support from the system as they move along and work on bringing a great solution to their concerned problem, we are going to provide participants with mentoring and support to develop business skills, streamlined thoughts and finally get an elegant solution.

# INSIGHTS INTO UNCONFERENCE '17

Last year's Unconference witnessed a huge success not only in terms of the registrations, but also in terms of the quality and the ideas that were generated.

We chose five broad sectors for the case studies namely Agriculture, Healthcare, Education, Smart City and Sports with the essence of the current scenario in that particular field with an Indian context, thus ensuring that the very problem society is facing can be solved.

Various mentors and seasoned experts like Ms. Nandini Vaidyanathan (Founder, CARMa), Mr. Ravikiran Annaswamy (CEO, Innohabit Technologies) etc. came for the mentoring session carrying decades of experience working in that field and therefore have first-hand knowledge of the ground reality.

## WORKSHOPS

**Design Thinking:** A design is not problem-focused. It is solution focused and action oriented towards creating a preferred future. Design thinking draws upon logic, imagination, intuition and systematic reasoning, to explore possibilities of what could be the result of your action and to create desired outcomes that benefit the end user.

**Idea Validation:** If you have a business idea, how do you tell whether it is a billion-dollar idea or not? Is it attractive enough? How do you validate your idea? An interactive and hands on session where you will learn the art of Idea Validation from seasoned mentor and Startup Coach.

**Business Model Canvas:** It is strategic management and entrepreneurial tool which is extremely useful for describing, designing, and summarizing a startup idea. During the workshop you will get to understand the different components of the Canvas and will also learn how to build business models that work and create value propositions that sell.

**Art of Story Telling:** What makes a story great? What makes someone a good storyteller? Storytelling is something we all do naturally, starting at a young age, but there's a difference between good storytelling and great storytelling. Learn the art of storytelling and pitching when it comes to telling your story to people who have the ability to change your world with that one short story of yours.

# TIMELINE

- 26TH FEB 2018 **STAGE 1 OPENS:** Register and setup your profile. Give a short test. Test should be taken online by 23:59 IST on February 26th 2018.
- 13TH MAR 2018 **STAGE 1 RESULTS:** Results for Stage 1 will be announced and Successful Candidates will move to Stage 2. Release of case studies.
- 15TH MAR 2018 **STAGE 2 OPENS:** Dashboard opens. Candidates can use it to network and form a team of 3 members.
- 18TH MAR 2018 Dashboard Closes for team formation. Submission of final team information (team name and members).
- 21TH MAR 2018 **STAGE 3 OPENS:** Online mentoring starts commences. Teams will be allotted sector specific mentor. Mentors will guide the teams and also judge them.
- 30TH MAR 2018 Online mentoring ends
- 01ST APR 2018 Finalist based on screening by mentors will be selected and they will on to Stage 4.
- 13TH APR 2018 **STAGE 4 OPENS:** Brainstorming session among teams with the help of moderators.
- 14TH APR 2018 **UPLIFT:** Motivational Lecture, Workshops and Startup Walk
- 15TH APR 2018 **PITCH:** Startup Walk continues. Final presentation and pitch prepared on basis of startup walk and mentor inputs. Final Results and Closing Ceremony.