

# ENTREPRENEURSHIP SUMMIT'17

The annual showcase event organized by E-cell DTU, Entrepreneurship Summit is the definitive Entrepreneurial Carnival/Fest that brings in visionary students, path – leading professionals and trendsetters together to exchange ingenious and enterprising ideas.

Every year E-summit greets aspiring entrepreneurs from various colleges to a series of informative and interactive speaker sessions, workshops, fun and innovative competitions that aims to foster a wave of entrepreneurship and let them dwell deep in the challenging yet exciting world of the startup realm.



## LEADERSHIP LECTURE SERIES

True to its vision “To foster the spirit of entrepreneurship amongst the youth” E-cell DTU organizes the Leadership lecture series as a part of the entrepreneurship summit. The lecture series witnesses top notch entrepreneurs, and path leading professionals, share their journey of tackling the its and bits of the entrepreneurial failures and challenges of the cooperate world, to stand where they are.



E-Summit '17 saw a grand opening with the Leadership lecture series wherein the budding entrepreneurs got an opportunity to network with illustrated entrepreneurs like: Sandeep Aggarwal( Founder, ShopClues and Droom), Sanchit Sethi(Founder, StayUncle) and many more. The aspiring entrepreneurs also got a chance to gather the pearls of wisdom of and from their entrepreneurial journey as faced by the veterans themselves, that inspired them to take the leap of faith themselves undeterred by the obstacles.



## **BLUEPRINTS –THE B PLAN COMPETITION**

B-Plan is the ideal showcase event that provides an avenue to the startup enthusiasts to exhibit their entrepreneurial talents, creativity, innovation and further hone their enterprising skills)

Every year the Blueprints competition receives around 600+ entries, out of which 15 teams are invited to the campus to compete for prizes up to Rs. 1 lac. Besides this, the participants get a chance to network with seasoned VCs, top-notch entrepreneurs and fellow contestants alike, and receive critical feedback that help shape their dreams into reality; from idea to validation.



## **WORKSHOP SERIES**

With an aim to enhance the knowledge of startup enthusiasts and provide them a cognitive learning experience, Ecell DTU in association with HelloMeets organized a workshop series on the Zero Budget Marketing: the Entrepreneurs toolkit to success.

The workshop brought together new age entrepreneurs like Raghav Shekher (Cofounder, Lawyered), Avani Parekh (Community Head, Sheroes) and Srijan Bhardwaj (Founder, Blisstro Publishing) to share the coolest and the wackiest marketing techniques to help your startup fly high be it Social Media Marketing, email marketing, PR initiatives, 360 degree marketing suite, How to get your first Customers and drive Sales and many more such exciting and insightful concepts.

# Zero Budget Marketing

**AVANI PAREKH**  
COMMUNITY HEAD, SHEROES

**RIDHIMA KAPOOR**  
DIGITAL MARKETING MANAGER, GAMELOFT

**ANKIT JAIN**  
FOUNDER, MYOPERATOR

**RAGHAV SHEKHER**  
COFOUNDER, LAWYERED

**SRIJAN BHARDWAJ**  
FOUNDER, BLISSTRO PUBLISHING

25th FEB  
11AM-1PM

cell summit DTU

VENUE DTU

## STARTUP INTERNSHIP FAIR

The flagship event of the Entrepreneurship Summit, Startup Internship Fair aims to bridge the gap between students looking for meaningful internships and startups looking for quality interns.

Hiring being by far the biggest challenges faced by startups and ironically the least addressed. Thus the internship fair provides an awesome opportunity for startups to hire best talents not just from DTU but also from other top colleges across Delhi NCR.

Besides, the students get a chance to interact with the startups ecosystem and bag their own Startup Internship. Experience the wonderful world of startup, its glamour and its challenges.

