AMITY UNIVERSITY
UTTAR PRADESH

AMITY CENTRE FOR ENTREPRENEURSHIP DEVELOPMENT

Organises

BOOTCAMP FOR START-UP INCUBATION

(4TH INTERNATIONAL CONFERENCE ON ENTREPRENEURSHIP, INNOVATION & LEADERSHIP (ICEIL' 2022)

17th – 22nd January 2022

This program will provide you with the tools you'll need before seeking out investors for your start-up.

Introduction:

The journey of entrepreneurship is often lonely since most people do not understand the need for such risk-taking and often discourage those with business ideas. For a budding entrepreneur, the process of preparing a business proposal with a financial plan is extremely daunting, and pitching for funding requires lots of hard work and effort. Even so much hard work and effort may fail to get your business off the ground. In such a case, boot camps could come to the rescue. Boot camps for start-ups help budding entrepreneurs in understanding the nuances of entrepreneurship, acquiring necessary skills to write a business proposal and skills to effectively pitch. Boot camp is a space for budding entrepreneurs to meet others who are in the same boat as they are and learn from each other's experiences. It serves as a platform to learn, interact and get direct feedback from industry experts, start-up gurus, mentors and top-notch academicians. It offers a great networking opportunity. It is no doubt a challenging space, and you can expect tough questions and endless hours of preparation and activities. But at the end of it, you will have gained clarity, learned the necessary skills, received critical inputs and become stronger.

Purpose:

The sole purpose of Bootcamp is to teach how to develop a pitch deck and to take a hard look at financial needs and prospects. It's also a chance to address the shortcomings in your idea and develop answers to the tough questions anyone would ask before venturing with financials.

Duration:

Five-Six days of the intensive knowledge sharing session, followed by the marathon mentoring clinic along with demo pitching session followed by Networking with stakeholders & Speed Dating with Investors.

Target Participants:

Entrepreneurs| Innovators| Ideators| Startups Entrepreneurs| Students with an Idea | NGOs| Universities Incubation Centre | Business Organizations

Registration:

A team can be of Maximum of three members.

Registration Fee - Rs. 5000 /- Per Team

Registration Link: https://www.amity.edu/iceil2022/registration.asp

SCHEDULE - BOOTCAMP FOR START-UP INCUBATION			
Sr. No.	**Date & Day**	**Timings**	**Programme**
1	January 17th, 2022 Monday	10:30 AM-11:30 AM	1. Inaugural Ceremony and launch of Start-up Incubation Bootcamp 2022
		11:30 AM-12:00 Noon	2. Bootcamp Orientation, Ice Breaking and Alignment Session
		2:00 PM - 3:00 PM	3. Design Thinking for Start -Up's
		3:00 PM-4:00 PM	4. Introduction of start-ups with Mentors and Portfolio Managers
2	January 18th , 2022 Tuesday	10:00 AM -12:00 Noon	1. **Knowledge Session** : BMC/LMC, Problem-Solution Fit Canvas, Customer State Fit, Problem-Behaviour Fit, Communication-Channel Fit
		2:00 PM- 4:00 PM	2. **Marathon Diagnostic Panel** : To be conducted for top 10 selected start-ups in 3 breakout sessions with 3 start-ups and 1 mentor in each breakout session. Allocated start-ups, mentors and portfolio managers for each breakout session will remain same for the whole duration of the Bootcamp.
			(1) Breakout Session 1
			(2) Breakout Session 2
			(3) Breakout Session 3
3	January 19th, 2022 Wednesday	10:00 AM– 11:00 AM	1. **Knowledge Session** : A. Supply Chain Optimization and Marketing Dynamics

		11:00 AM-12:00 Noon	B. Start-up Compliances and IPR and Basics of Funding
		2:00 PM – 3:00 PM	C. Designing through World of E-commerce
		3:00 PM-4:00 PM	2. To be conducted for top 10 selected start-ups in 3 breakout sessions with 3 start-ups and 1 mentor in each breakout session. Allocated start-ups, mentors and portfolio managers for each breakout session will remain same for the whole duration of the Bootcamp.
			(1) Breakout Session 1
			(2) Breakout Session 2
			(3) Breakout Session 3
4	January 20th, 2022 Thursday	10:00 AM – 12:00 Noon	1. **Knowledge Session** : Financial Modelling Unit Economics and Costing Techniques
		2:00 PM – 4:00 PM	2. **Marathon Mentoring Clinic** : To be conducted for top 10 selected start-ups in 3 breakout sessions with 3 start-ups and 1 mentor in each breakout session. Allocated start-ups, mentors and portfolio managers for each breakout session will remain same for the whole duration of the Bootcamp.
			(1) Breakout Session 1
			(2) Breakout Session 2
			(3) Breakout Session 3
5	January 21st, 2022 Friday	10:00 AM-11:00 AM	1. **Knowledge Session** : Sources of Finance, Relevant Government schemes, grants, VC & Angel funding.
		11:00 AM-12:00 Noon	2. Basics of Pitching and Pitch Deck.
		2:00 PM- 3:00 PM	3. **Marathon Mentoring Clinic** : To be conducted for top 10 selected start-ups in 3 breakout sessions with 3 start-ups and 1 mentor in each breakout session. Allocated start-ups, mentors and portfolio managers for each breakout session will remain same for the whole duration of the Bootcamp.
			1) Breakout Session 1
			2) Breakout Session 2
			3) Breakout Session 3

		3:00 PM-4:00 PM	4. **Demo Pitching Session** : Common for all 10 start-ups. 1 Jury member will go through the demo pitching and will suggest changes.
			5. **Quick Alignment Session** : Mentors will help their start-ups incorporate the changes in pitch deck suggested by jury members.
6	January 22nd , 2022 Saturday	12:00 Noon- 2:00 PM	Networking with stakeholders & Speed Dating with Investors

For any further information / query, please feel free to contact organising team:

- Prof. (Dr.) Neelam Saxena, Chair- Bootcamp & Head, ACED, Mobile No.: 9818998787, E-mail: nsaxena@amity.edu
- Dr. Garima Agarwal, Co-Chair- Bootcamp, Asst. Prof., ACED, Mobile No.: 9818213655, Email: gagarwal@amity.edu
- Ms. Sangeeta Chamoli, Co-ordinator-Bootcamp, ACED, Mobile No.: 9910444741, Email: schamoli@amity.edu

Student Coordinators:

1. Ms. Manveet Arora - Mob. 9709855794

2. Ms. Mansi Agarwal – Mob. 9720774415