



IIC | JADAVPUR UNIVERSITY  
ENTREPRENEURSHIP  
CELL

**PRESENTS**



**SUMMIT'24**

**EMPOWERING INNOVATION**

Nov 15 to 17



[juecell.in/esummit](https://juecell.in/esummit)

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Jadavpur University  
JU Entrepreneurship Cell  
JU Entrepreneurship Summit

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# JADAVPUR UNIVERSITY



Jadavpur University, established in 1955, has transcended its origins as a state university to emerge as the best in the East. Presently it is an internationally recognised premier academic institute of the country. Accredited as a "Five Star University" by India's National Assessment and Accreditation Council (NAAC).

Jadavpur University's Faculty of Engineering and Technology (FET) consistently commands a place among the nation's elite. In 2024 it was ranked 9th in the University Rankings of India by the NIRF , and holds the distinction of being the 12th best among Engineering Colleges in India .

# JU ENTREPRENEURSHIP CELL



Jadavpur University Entrepreneurship Cell is a student-driven organisation that cuts across faculties and curriculums, and is dedicated to nurture the seeds of innovation sown in the young minds of our students. Since our inception on July 20th, 2016, we have orchestrated a series of remarkable events. From the Google-powered Startup Weekend to the Hult Prize, the world's paramount Social Enterprise Challenge, we have left an indelible mark.

Workshops and guest lectures featuring illustrious names like NASSCOM and top officials from Meta have graced our events. E-Cell remains steadfast in its commitment – hosting events, mentorship sessions, and competitions that sculpt the entrepreneurial minds of JU.



# SUMMIT'24

## JU ENTREPRENEURSHIP SUMMIT

Jadavpur University Entrepreneurship Cell is delighted to announce the commencement of the 4th edition of the JU E-Summit, scheduled from November 15th to November 17th, 2024. The summit will be an ensemble of keynote addresses, thought-provoking panel discussions, and a medley of seven mettletesting events.

The roster of past editions has witnessed luminaries like Mr. Naveen Jain (CEO of TransOrg Analytics), Mr. Aman Dhattarwal (Educational YouTuber) and Mr. Prakhar Gupta (Public Speaking Coach).

JU E-Summit, previously, has partnered with companies like Deloitte, IBM, Google, and PwC, amongst others.

JU E-Summit is the place to be for every aspiring entrepreneur eager to compete among the best and learn something new. Participate in the vast range of events and stand a chance to win exciting prizes and rewards.

We look forward to hosting you this October!

# EVENT TIMELINE

## DAY 1

### Mock Stock

Master trading skills in a risk-free, competitive stock simulation.



### Inspira Talks

Learn from top experts and ignite your entrepreneurial journey.



### Mock IPL Auction

Build your dream IPL team in a strategic mock auction.



### LaunchX

Showcase, pitch, and launch your startup with expert backing.



## DAY 2

### Corporate Clash

Test your strategic skills in the ultimate analyst challenge.



### Hack<N>Pitch

Join Hack-n-Pitch: Innovate, hack, and pitch your ideas overnight!



### Dizmart

Design impactful labels at Dizmart, merging creativity, branding, and marketing.



# LAUNCHX

## Want to launch your startup ideas into reality?

Launch X is the perfect platform for aspiring entrepreneurs to showcase their innovations and gain valuable feedback from industry experts to achieve next step of their own startup journey. With esteemed partners such as NASSCOM, 100X VC, TiE Kolkata, and WeWork Labs from previous editions, our reputation speaks for itself.

Begin your journey by showcasing your startup idea, where you'll fine-tune and launch your venture with guidance from top-tier mentors and support from over 20,000 passionate business aficionados. Navigate through these thrilling rounds:

- **Round 1: Preliminary Submission – Make an impactful debut by sending a 3-slide PowerPoint presentation on the official website or Unstop, capturing the essence of your innovative idea.**
- **Round 2: Offline Pitching Round – Compete as one of 30 shortlisted teams, delivering a compelling 5-minute pitch followed by a 2-minute rebuttal, putting your presentation skills and idea strength to the ultimate test.**
- **Final Round: In-Person Presentation – If feasible, travel to Kolkata for the final showdown, where you might face an Elevator Pitch session assessed by prestigious VCs.**

Gain unparalleled access to top-tier VCs, forge invaluable networks, and vie against 100+ promising ventures from across India for substantial rewards and a place in the spotlight.

# CORPORATE CLASH

Where Strategy Meets Intensity

Corporate Clash is the ultimate battleground for aspiring corporate leaders, combining strategic thinking, quick decision-making, and high-stakes boardroom drama. This electrifying event offers a real-world simulation of corporate development challenges, culminating in a high-energy final round that mirrors the intensity of a "Boardroom War."

Participants will first tackle a **screening round**, where they will analyze a challenging case study and present a one-slide solution. The best teams will submit a concise 3-slide presentation through the event website or Unstop platform. A select panel of senior judges will evaluate the submissions in an online pitching session.

Teams that make it through will advance to the **offline presentation round**, where they will showcase their solutions live before an esteemed panel of judges. Only the **top three teams**, along with a few honorable mentions, will earn the chance to progress to the final stage.

In the climactic Boardroom War round, participants will face a high-pressure, real-time business scenario involving mergers, hostile takeovers, risk management, or strategic decision-making. This is where the best minds will clash in a test of corporate prowess, as only the most strategic and composed will emerge victorious!

**Will your team rise to the challenge and dominate the boardroom? Prepare yourself for an exhilarating journey through the complexities of the corporate world at Corporate Clash!**



# MOCK STOCK V3.0

The stock market thrives on chaos, but true traders find their edge amidst the madness. Do you have the insight, skill, and nerve to turn unpredictability into profit? Enter Mock Stock—a thrilling simulation that pits you against the market's wild swings without the real-world risks. Test your strategies, sharpen your instincts, and experience the adrenaline rush of trading in a competitive, risk-free environment. From rookie traders to seasoned strategists, Mock Stock is your chance to learn, adapt, and beat the market madness. Are you ready to take control and conquer the chaos?

- Compete on a national scale with the very best in your quest for success.
- Learn about the fundamentals of stock trading from seasoned professionals in the industry.
- There's more- Mock Stock represents a unique chance to delve into the intricacies of stock trading.

**So; APPLY NOW to test your the mettle to become the Wolf of Dalal Street !!**

# HACK<N>PITCH

## Hack-n-Pitch:

### Innovate-Hack-Pitch !!

HackNPitch is an Overnight Hackathon event. Relish the coding culture at JU and compete against the best to craft the app that will outshine all others. Hack-n-Pitch is your chance to shine, whether you're a developer, designer, or entrepreneur. Join us for this exciting challenge, where innovation meets competition, and the best ideas come to life! The wheel, humanity's pioneering invention, succeeded by electricity, the invention that reshaped the world.

### Round 01: Idea Submission

Submit a 5-slide presentation based on the provided topics. Up to 15 teams (60 participants) will be shortlisted for the next round.

### Round 02: Let's Hack and Pitch

- **Day 1:** Participate in a 12-hour hackathon to bring your ideas to life.
- **Day 2:** Pitch your creation to a panel of judges. Details on the pitch format and requirements will be provided closer to the event.

Hack-n-Pitch is your chance to shine as a developer, designer, or entrepreneur. Join us for an exciting challenge where innovation meets competition, and the best ideas come to life.

# MOCK IPL AUCTION

Are you the IPL fan, who constantly questions the choices made during the IPL auction? Do you believe you could assemble a winning team if given the chance? Here's your opportunity to prove it!

In this event, you'll step into the shoes of an IPL team owner and make strategic decisions to build your dream squad. With a roster of over 75 international superstars at your disposal, this is your chance to showcase your cricketing desires and strategic prowess.

**Round 1: Data Analysis** requires you to analyze player stats and submit a detailed report and Excel sheet, showcasing your strategic acumen.

**Round 2: Real-Time Bidding** involves a live auction where you'll assemble your team within a budget, testing your decision-making and budget management skills.

In the Final Decision, judges will evaluate your team's strategic planning and budget use.

Why Participate? If you've ever thought you could outperform the real IPL auctions, now is your chance to prove it. The Mock IPL Auction isn't just a competition; it's a platform to channel your cricketing passion into effective strategies. Don't miss this opportunity to showcase your skills, outsmart the competition, and bring your dream team to life at eSummit!



# DIZ-MART

Ever felt the power of a perfect design? In an instant, a compelling label can drive decisions. At Dizmart, create a standout label that commands attention and sets brands apart. Design with impact. Win with purpose.

- Fuse your creativity with your business acumen to reimagine a product label and maximise its market potential.
- Dive into the intricacies of graphic design, brand cultivation, marketing, and sales while putting your skills against the best.
- Take your masterpiece to the masses in a heart-pounding showdown to be the top performer.
- Design is judged by its impact, not just its look. Dizmart provides a platform to merge functionality with visual excellence. Showcase your skill in turning concepts into effective solutions—where true success lies in execution.

The journey of a startup, for all its allure and anticipation, unfolds as a journey plagued with barriers and trials too. Possessing the next groundbreaking idea that could reshape the world is merely the inception; a triumphant venture hinges on a strong, diversified team and securing the necessary resources. Gaining insights from individuals who've tread this path hold immeasurable worth.

# INSPIRA TALKS

**Are you an entrepreneur yearning for inspiration and guidance?**



**THIS IS YOUR CHANCE.**

Inspira Talks - a series of inspirational talks delivered by experts from all across the nation. These individuals will converge to share their stories and lessons that they learned in their road to success..

This presents you an opportunity to connect with the most influential and accomplished individuals from different industries.

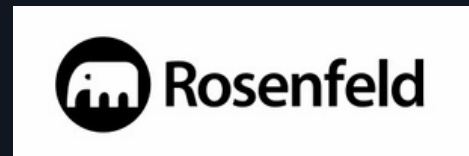
Join us to gain insights from industry experts and propel your entrepreneurial journey forward, building on the success of previous years with hosts like Mr. Aman Dhatarwal (educational youtuber) and Mr. Prakhar Gupta (public speaking coach).



# GLIMPSES FROM PREVIOUS E-SUMMITS...



# PAST SPONSORS



# E-SUMMIT '21 STATISTICS

**3K+**



**4K+**  
Website Visits

**6+**  
Events

**1.2K+**



**10K+**



**100+**  
Partners

**50K+**  
Participants



# SPONSORSHIP LEVELS

Perks	Details	Platinum	Gold	Silver	Bronze
<b>Workshop/ Sessions</b>	Precursory sessions spanning across	2 Days	6 Hours		
<b>Curtain Raiser</b>	Dedicated promotion slot during the Curtain Raiser	30 mins	15 mins	10 mins	3 mins
<b>Award Ceremony Addressal</b>	Dedicated speaker slot before Award Ceremony	30 mins	15 mins		
<b>Posters</b>	Visibility on E-Summit'24 Event Posters	✓	✓	✓	✓
	Exclusive Acknowledgement as E-Summit'24 Title Sponsor	✓			
<b>Stalls/Booths</b>	Flex Boards/Kiosks at event entrance	✓	✓	✓	
	Display products at interactive stalls	✓	✓		
	Branding at Registration Kiosks	✓	✓	✓	
	Branding Booth(s) across the campus in dedicated places	✓			
<b>Naming rights</b>	Exclusive naming right for a specific event	✓			
<b>Individual Event Passes</b>	Brand logo on all event passes	✓	✓	✓	✓
<b>Social Media Shoutout (LinkedIn, Instagram, and Facebook)</b>	Promotion via sponsorship announcement posts	✓	✓	✓	✓
	Featured on selective event posts	✓	✓	✓	
	Featured on all event posts	✓	✓		
<b>Event videos</b>	Featured in Specific Event Video	✓			
	Featured in all Event Launch Videos	✓	✓		
	Special mention in E-Summit'24 Teaser Video	✓	✓	✓	
<b>Panel Participation</b>	Participation in panel talks for reps	✓	✓	✓	
<b>Branded Stationery</b>	Brand logo inscribed on Event-kits and handouts, lanyards	✓	✓		

# SPONSORSHIP LEVELS

Perks	Details	Platinum	Gold	Silver	Bronze
<b>Mementos</b>	Brand logo on all mementos for guests and judges	✓	✓	✓	✓
<b>Website</b>	Mention on Website landing page as Title sponsor	✓			
	Significant mention on sponsors page	✓	✓	✓	✓
	Exclusive sponsored content on website	✓	✓		
	Mention in event blog	✓	✓		
<b>Email Newsletters</b>	Brand feature on event-specific email newsletters	✓	✓	✓	✓
	Brand feature on All E-Summit email newsletters	✓	✓	✓	
<b>Platform Branding (MockStock)</b>	Featured as Event Partner on Platform Landing Page	✓	✓	✓	✓
	Direct Link to Partner's subscription page embedded into ads	✓	✓		
	Brand logo highlighted on Login and sign-up pages	✓	✓	✓	
	Daily feed of partner's website displayed on Mock Stock Platform	✓	✓		



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# Looking Ahead

We are excited about the potential of getting sponsored from forward-thinking companies like **YOURS**. Together, we can empower students to achieve their full potential.

## Get In Touch With Us

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