



IIC | JADAVPUR UNIVERSITY  
ENTREPRENEURSHIP  
CELL

**PRESENTS**



**SUMMIT'24**

**FOSTER THE FUTURE**

**PARTICIPANTS HANDBOOK**

Nov 15 to 17



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

# 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.



# 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 mettle-testing events.

The roster of past editions has witnessed luminaries like Mr. Naveen Jain (CEO of TransOrg Analytics), Mr. Aman Dhatarwal (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.



# LAUNCH X

## SHOWCASE PITCH AND LAUNCH YOUR STARTUP, WITH EXPERT BACKING

Launch X is the perfect platform for entrepreneurs to showcase their innovations and gain valuable feedback from industry experts to achieve next step of their own startup journey.

### Round 1:



A 3-slide PPT (Intro and Thanks slides are excluded) capturing the essence of their idea needs to be submitted

### Finals:

Qualifying teams will have 7 minutes to present: 5 minutes for the pitch and 2 minutes for rebuttal. Teams outside Kolkata must submit a recorded pitch in advance and join the rebuttal via G-Meet.



If investors show interest, winners may get a chance to pitch their ideas to a panel of esteemed Venture Capitalists!

### TEAM LIMIT:



2-4 persons/team

### POINTS OF CONTACT:

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## WHERE STRATEGY MEETS INTENSITY

Corporate Clash is the ultimate battleground for aspiring leaders, combining strategic thinking and quick decision-making in a high-stakes simulation of corporate development challenges.

### Prelims:



Participants will begin with a screening round, analyzing a case study and presenting a one-slide solution.

### Round 1:

Top teams will submit a 3-slide presentation on Unstop for evaluation by senior judges



### Round 2:

Teams that advance will present their solutions live to a panel of judges. The top three teams and honorable mentions will move on to the final stage.



### Finals:

The final round is a "boardroom war" style round, where participants will be given scenarios such as mergers, hostile takeover, etc



### TEAM LIMIT:



2-4 persons/team

### POINTS OF CONTACT:

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# MOCK STOCK

## MASTER TRADING SKILLS IN A RISK FREE, COMPETITIVE STOCK SIMULATION

### Single Round:

- In this event, participants will engage with a curated list of stocks derived from a selected data set.
- Using a platform modeled after standard trading systems, they will trade the **top 100 listed stocks**.
- Throughout the competition, they will engage in thorough research, forecasting market movements, and formulating strategies for their trades.
- A live leaderboard will be updated after each trade, allowing participants to track their progress in real-time.

The participant with the highest net worth at the conclusion of the event will be declared the winner.

*Test your mettle and become the  
Wolf of Dalal Street !*

### TEAM LIMIT:



**1 person/team**

### POINTS OF CONTACT:

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

Experience the impact of great design. A well-crafted label does more than catch the eye—it influences decisions and sets brands apart. Dizmart offers a platform where you can blend creativity with functionality, turning concepts into effective solutions. Elevate your designs to create lasting impressions and win with purpose.

### Round 1:



The preliminary round is where participants create a two-slide advertising campaign for a product provided by Sponsor 1.

### Finals:

Sponsor 2 provides a product for labeling, with specifications to guide your design. Teams will present a 90-second pitch followed by a rebuttal from the judges.



### TEAM LIMIT:



2-4 persons/team

### POINTS OF CONTACT:

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## BUILD YOUR DREAM IPL TEAM IN A STRATEGIC MOCK AUCTION.

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. Strategic planning and budget use will be

### Round 1:



The competition begins with a data analysis showdown, submitting insights in both a doc and Excel sheet.

### Finals:

Round 2 brings the thrill of a live mock IPL auction! Build the best team and win by nailing your analysis and targets.



### TEAM LIMIT:



**1 person/team**

### POINTS OF CONTACT:

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# // HACK <N> PITCH

**JOIN HACK-N-PITCH: INNOVATE, HACK,  
AND PITCH YOUR IDEAS OVERNIGHT!**

Hack-n-Pitch is an overnight hackathon where you can immerse yourself in the vibrant coding culture at JU. Compete against top talent to create an app that stands above the rest. Whether you're a developer, designer, or entrepreneur, this is your moment to shine.

## Prelims



Prelims is online idea submission, in a concise five-slide presentation based on given topics.

## Day 1(OFFLINE):

15 teams will be shortlisted to advance to the next stage. On Day 1, teams will engage in an intense 12-hour hackathon



## Day 2(OFFLINE FINALS):

On Day 2 a pitch session in front of a panel of judges is to be held



## TEAM LIMIT:



**2-4 persons/team**

## POINTS OF CONTACT:

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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.

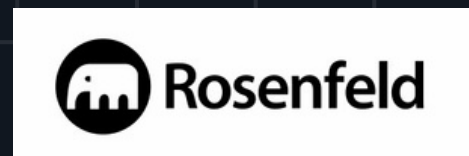
Join us to gain insights from industry experts and propel your entrepreneurial journey forward, building on the success of previous years with hosts like Mr. Aman Dhatarwal (educational youtuber) and Mr. Prakhar Gupta (public speaking coach).



# GLIMPSES FROM PREVIOUS E-SUMMITS...



# PAST SPONSORS



# E-SUMMIT '21 STATISTICS

**3K+**



**4K+**

Website Visits

**6+**

Events

**1.2K+**



**10K+**



**100+**

Partners

**50K+**

Participants



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CELL

# Looking Ahead

We are excited about the potential of bright young minds around the nation. Together, we can empower students to achieve their full potential and to foster the future

## Get In Touch With Us

### Contacts

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