



Technology Incubation & Entrepreneurship

Development Cell

Jaypee University of Information Technology,

Waknaghat (H.P.) - 173234



Startup Mania

Event: Startup Mania

Date: 11th April 23 to 13th April 23

Attendees: 50+

Platform: TIED-Cell

Poster:



Event Objective:

To enable the attendees to frame an idea of the startup ecosystem using sub-events

Merger: An event in which a team of 2 participants were given 2 companies based on which participants were required to form, ideate and design a completely new product.

Alter Ego: Participants had to unleash their creativity in re-designing the logos of various companies provided by the Cell

Suit : A two day intense GD was conducted on the corporate hot topic:

- 1) Ratan Tata Vs Cyrus Mistry.
- 2) Hiduja Brother controversy.

Event Description:

On the first day of the event the participants were briefed on the rules of the event and furthermore a few mini-sessions were taken on how to ideate a completely new product and how to design beautiful and eye-catching posters to help the 1 st year participants. On the night of the first day, the cell was open till late and all the teams enthusiastically discussed and refined their ideas. The participants were also given mock corporate case studies to help them with their GD for Suit.

Event's Benefits:

- The students experienced first hand how to ideate and refine their ideas into a business model.
- The students got to ideate their first business into a working startup model with a product ready to present.
- Many people discovered a newfound interest in entrepreneurship and are in the process of further refining their ideas and starting the execution.

Photos Of the Event:

