Report for event Code to Company

Event Name	Code to Company
Date	14th Nov, 19, Thursday
Time	5:15 PM - 6:45 PM
Speakers	Mr Jainam Mehta, CEO, Urbannaps Mr Abhinav Raj, DAIICT, Engineer at Appbase
Authority presence	Ms Tanvi Shah Rangwala, Executive Council, DCEI
Target Audience	DAIICT Freshers and Sophomore students
Participant count	70 + 20(SEC Members)
Total outreach via Social channels	3000+ Instagram story and post views
Photos	**https://drive.google.com/open?id=1--8Ji0kMzOGSdkxIQF KqzV9gcBzz5Wh8**

Aim of the event

To introduce DA students to get to realise what entrepreneurship was actually like, to understand what role technology played, in entrepreneurship. Concentration to be laid on how technology could be used to create something of your own, rather than work for someone.

This event was also a platform to launch the Swadheenta Entrepreneurship Weekend, to be organised from Feb 7-9, '20.

Brief description

1. **QnA session on Mr Mehta's entrepreneurship journey**
   A QnA session between Mr Jainam Mehta, DAIICT Alumnus and Founder of UrbanNaps, which makes power nap pods for offices, moderated by Ms Tanvi Rangwala, EC, DCEI and Dushyant Pathak, President, SEC, DCEI.

2. **Talk by Abhinav Raj about the founding of appbase.io**
   Appbase.io is a software startup incubating at DCEI. Abhinav explained the tech stacks it used, and how it came to earn a place in the market.

3. **Official launch of, and release of teaser of, Swadheenta Entrepreneurship weekend**
   SEC, DCEI plans to organise the Swadheenta Entrepreneurship Weekend, inclusive of a

Hackathon and an entrepreneurship discussion from Feb 7-9 at DAIICT. This event served as a platform for official launch of the same.

Benefis to DCEI

Social Media outreach from official DCEI social media accounts was launched extensively. This event made DA students more aware of startups incubating at DCEI, about how entrepreneurship was not just making startups, but also working at them, and an increase in support for DCEI activities. The Swadheenta Entrepreneurship Weekend, one of its kind, is expected to bring DCEI under the radar from startups, E-cells and techies from around the country.

Event Photos

Student Executive Council
DA-IICT Center for Entrepreneurship and Incubation