

1) CASECEPTION:

Event Date: 04.02.2023

About the event:

Introduction:

Caseception (The Case Study Challenge) was a two-day event held organized by ASHINE. The primary objective of this event was to test the entrepreneurship ability of students by providing them with a real-life business scenario and challenging them to come up with a viable solution.

Objectives and Format:

Caseception – the case study challenge aimed to test the participants' critical thinking, problem-solving, and communication skills. The case for this challenge was released on 27th January, 2023 with 1st round of submission deadline of 31st January, 2023. The event had a total of 60 teams consisting of 234 students, and out of that 23 teams had submitted their solutions. Out of that 23 teams, 14 teams were selected for final presentation round conducted on 4th February, 2023. The challenge was divided into two rounds. In the first round, the teams had to analyze the given business case and present their initial solution to the judges. The judges evaluated the teams on their understanding of the problem, the viability of their solution, and the quality of their presentation. In the second round, the top fourteen teams from the first round were given the opportunity to refine and improve their solutions based on the judges' feedback. The final solutions were evaluated on the same criteria as the first round.

Participants:

The participants were all students from various disciplines who were interested in entrepreneurship.

Case Study:

The case studies provided to the participants were about a startup that aimed to provide a strategy to enter and capture market share in the food industry and to develop survival plan for reputable watch company. The teams had to come up with a business plan that would help the startup achieve its goals and overcome any obstacles. The case study was designed to challenge the participants' understanding of their business acumen.

Event Results:

After the presentations, the judges selected the top three teams based on their solutions. All the teams' members were awarded with the certificates and prizes at the closing ceremony of the Startup Expo.

Outcome:

The event was a great success, and the participants learned a lot about entrepreneurship and business planning. The event provided a platform for students to showcase their skills and ideas, and it also helped them network with professionals in the field. Overall, the Case Study Challenge was an excellent opportunity for students to apply their knowledge and test their entrepreneurial abilities. For case 1, the teams that emerged victorious were Business Brainiacs, Dynamites and foodCHKR. For case 2, teams PhD, PKCD, and Unnati were declared winners.

2) ENTREPRENEURSHUIP BOOTCAMP

Event Date: 04.02.2023 & 05.02.2023

About the event:

An entrepreneurship bootcamp was organized on 4th and 5th February, 2023 for students, aimed at teaching the basics of entrepreneurship and providing hands-on experience in starting and running a business. The event was split into two

sessions, each lasting two hours, to provide a comprehensive and interactive learning experience.

The first session of the bootcamp focused on introducing the fundamentals of entrepreneurship, including the process of identifying and evaluating business opportunities, market research, and creating a business plan. The session was led by Miss. Saloni Prasad (Learning Experience Designer at Ingenious Faces), who shared her insights and experiences with the students. The students were also given practical exercises and case studies to work on, allowing them to apply the concepts they had learned.

The second session of the bootcamp was more hands-on, and focused on putting the business ideas generated during the first session into practice. The students worked in teams to develop prototypes and pitch their business ideas to the expert. The expert provided feedback and guidance on how to improve the business models and take them to the next level.

The entrepreneurship bootcamp was a success, with total 40 students from various institutes leaving the event with a deeper understanding of the entrepreneurial process and the skills needed to start and run a successful business. The interactive nature of the bootcamp, with practical exercises and opportunities for students to receive feedback from expert, made it a valuable and memorable experience for the participants.

Overall, the entrepreneurship bootcamp was an excellent opportunity for students to learn about entrepreneurship and gain practical experience in starting and running a business. The event provided a supportive and collaborative learning environment and was a great success in achieving its objectives of fostering entrepreneurship and innovation among the next generation of business leaders.

3) ELEVATOR PITCHING

Event Date: 05.02.2023

About the event:

The elevator pitching session was organized on 5th February, 2023 at ASHINE for startups to pitch their ideas in front of angel investors. The event was aimed to provide a platform for startups participated in the startup expo to showcase their ideas and attract funding from interested investors.

The event started, with each startup given 10 minutes to present their pitch, followed by a 5-minute Q&A session with the investors. The pitches ranged from technology-based products to innovative services, all with the potential to disrupt traditional industries. The founder of startups named Solnce Energy Private Limited, Shopno, find Panditji, First Charge, Quickest, Semsto, Health Details, Spark Infotech, BeFriends and AdKrity pitched their concepts Infront of investors panel consisting of Mr. Ravin Sanghvi, Mr. Mehul Shah, and Mr. Paritosh Malwaiya.

The event continued in this manner for several hours, with each startup pitching their concepts and answering investor questions.

At the end of the event, several investors expressed interest in funding the startups, and requested follow-up meetings to learn more about the specifics of each project.

Overall, the event was a huge success, and demonstrated the vibrant startup ecosystem in the local community. It provided a valuable opportunity for startups

to connect with potential investors, and for investors to discover promising new ventures.