



9-10th March, 2017

About

EMPRESARIO is the annual flagship event organized by the students of Entrepreneurship Development Institute of India, Ahmedabad. It is an exclusive platform for Start-ups, New age Entrepreneurs, Industry Mentors, Investors and the Student Community to come up at one place, dish out their entrepreneurial endeavours and experiences, gain amazingly new insights, and pledge to become an invaluable part of the ever-flourishing start-up ecosystem in India.

EMPRESARIO was launched with high fervour and enthusiasm in 2012, and has since went on to emerge as one of the largest entrepreneurship fests celebrated in India. This fest is held over two days every February, and witnesses thousands of participants arriving from every niche of our nation.

Highlights from Empresario 2016

2016 was different from all such events that has ever happened to promote entrepreneurship in India. The concept of Empresario 2016 was to encourage students to transform their ideas into real time working and running companies. With the help of Gujarat CSR, we were able to convert 16 raw ideas into real time start-ups.

We also brought together 50 start ups in the start-up fair that helped them establish connections and build channels that helped them to advance ahead.

Mentors and experts were called from various locations, which further helped start ups and students to get an altogether new way of looking into important aspects of business.

Many events were specially designed for students who participated from various states of India, the aim was to encourage strategic thinking and Out- of- box approach in possible situations for the start up.

THIS YEAR THE THEME IS



With this we are focussing on fostering the start-up ecosystem of Gujarat as well as India at large. This will be brought into action by supporting and collaborating with ideas and start-ups of high performing businesses, foundations, investors and individuals who are delivering solutions with market-oriented approaches to global development. This will help start-ups in enabling those ideas to turn into viable businesses.

Sectors:

- Healthcare
- AI, IOT
- AR, VR
- Food & Water
- Education
- MSME's
- Fintech
- Manufacturing
- E-commerce
- Travel & Tourism
- On-demand Services
- Agribusiness
- Waste-tech & Renewable Energy
- Analytics & Big Data
- SAAS, Security
- Marketplace

The Four Pillars

The Empresario Team has identified four major pillars which can support the start-up ecosystem of India. The events will be based on these four pillars:

- **Start-ups**
- **Academic Institutions**
- **Corporate**
- **Government Policies**

which will help with

- Equity Financing
- VCs, Angel Investors, Debt Financing
- MSME Loans, MUDRA Bank, Government Policies
- State Start-up Policies, Handholding by Corporates
- CSR funds, Mentorship Support, Market linkages

Benefits to Attendees

Empresario aims to facilitate participating students and start-ups to take advantage of this event and collaborate.

- Interact with Industry Leaders, VCs, Successful Start-ups
- Prototype funding
- Mentoring
- Angel/seed funding
- Networking
- Reach out to a brighter crowd

MAJOR ATTRACTIONS OF EMPRESARIO 2017:

- KEYNOTE SPEAKERS
- PANEL DISCUSSIONS
- WORKSHOPS
- PITCHING
- BOOTCAMP
- STARTUP FAIR
- COMPETITIONS
- FIRE SIDE CHAT

KEYNOTE SPEAKER SESSIONS

Two Speaker Sessions to be addressed by industry heavyweights who shall share their entrepreneurial journey and vital learnings with the budding entrepreneurs.

PANEL DISCUSSIONS

- Why are start-ups not able to sustain even after raising 2-3 rounds of funds?

WORKSHOPS

- LEAN STARTUP APPROACH
- DESIGN THINKING

THE BIG PITCH

A funding session exclusively dedicated for early stage and growth stage start-ups to scale up and go to the next level by linking them with renowned VC's, investors who will not just bring their overflowing wallets but also help them build networks, forming strategic partnerships and also extend their valuable experiences and knowledge by mentoring them.

BOOT CAMP

Boot camp helps aspirants get aware of the recently introduced Start-up policy, and how to make the idea fit into a business model and take a look at their financial needs and prospects.

This will take place on college campuses across various cities of Gujarat which includes Ahmedabad, Gandhinagar, Surat, Vadodara, Anand, Rajkot, Mehsana and Junagadh.

Worthy ideas will be shortlisted, extensive mentoring would be provided followed by 'Prototype Funding' to 25+ start-ups.

STARTUP FAIR

The start-up fair would prove to be a fantastic chance for start-ups and new ventures to showcase their brand to an active segment of the investors community, clientele and customers.

THE FIRE SIDE CHAT

In the fire side chat, we invite young generation entrepreneur, who have gone out of the way to innovate and prove the conventions wrong, to motivate and share few words with the participants. It would be a fire side set up, under the open sky and the offset of the beautiful campus of EDII.

COMPETITIONS

We have both offline and online competitions. While the purpose of the online competitions would be to engage more crowd before the event, the offline events will be a true test of entrepreneurship.

1. FAMELESS

The event requires participants to create a *3-minute* video capturing the businesses of a low-scale entrepreneur (*chat vendor, village craftsmen or a hawker*) in a city or a village and make a scalable business model for them and describe it in the video itself.

2. DECODE: ONLINE CASE STUDY COMPETITION

Decode is a case study competition. It is all about analysing cases of day to day businesses and formulating solutions. The competition is designed to provide real world entrepreneurship experience to the participants, which will help them develop their decision-making and problem solving skills.

3. REGNUM: VALUATION OF START-UPS

Every start-up at some point must put a realistic value on their company whether it is for a competition or for an investor, even if it just to have the number into your pitch deck. The competition is designed to provide real world scenario to the participants, which will help them develop their valuation skills.

4. SHOWCASE: B-PLAN COMPETITION

This competition seeks to provide a grand platform to the students with brilliant business ideas through a competition of business plans which will be reviewed by a team of experts within EDI and outside in the professional business environment.

5. COFFEE MEET-UPS/NETWORKING

Networking event for all *start-ups, VCs, Mentors, Corporates* and all those potential beneficiaries associated with the *start-up* ecosystem.

6. Pre-Event Engagement through Website

- Networking platform to facilitate direct conversation and discussion before the main event
- Helps start-up to directly connect with VC's, Angel investors

END NOTE

Empresario will be an event to create value amongst all those who are associated with the start-up ecosystem, whether directly or indirectly. The team thrives to contribute to all those who are willing to take entrepreneurship as a career. This time the focus will be to provide 'Prototype Funding' to 25+ start-ups through EDII's partnership and to make funds available to again 25+ early and growth stage start-ups through our VC Network. Add on it will be a memorable experience for the participants to learn and drive home vital experiences to be served to them straight from the ones pursuing the passion of entrepreneurship day and night.