

# Entrepreneur Development Cell



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Co-founder at X. Founder at Y. Executive Director at Z. CEO of XYZ. With the increased accessibility of resources and technology acting as a catalyst for novel ideas and strategies, it's no wonder that India's start-up train is gushing at breakneck speed.

**THINK TANK**, an initiative of the Entrepreneur Development Cell (EDC), endeavors to promote the entrepreneurial instinct within the students and hone their creativity and entrepreneurial instinct.

Students and aspiring entrepreneurs from all corners of the nation joined us on 4th February, 2021 for this landmark initiative which was launched as a part of MONETA's objective to increase awareness in finance and entrepreneurship. MONETA introduced this unique platform for aspiring entrepreneurs to not only discuss ideas but also to network with like-minded individuals and gain synergy by making contacts and receiving constructive criticism.

Team MONETA was absolutely delighted to have Mr. Kunal Rambhia as our judge for the event. He is a Hedge Fund Manager and a Global Training Strategist by profession. He is also an author and professor. He has been featured on many news channels such as CNBC TV18, ET NOW. He is also the Founder and Fund Manager of a private fund 'THE STREETS'.

The event this year comprised of 3 rounds, all of them were conducted on an online platform.

In the first round the teams had to make a video in which they had to introduce their business/start-up idea. The teams included their business logo and slogans and crisply demonstrated their start-up ideas, only 12 teams qualified for the next round.

In the second round, the participants were given 8 minutes for presentation followed by 5 minutes of questions/answers evaluated on the following basis -

1. Introduction of your idea and valuation
2. Explanation and demonstration of your idea
3. Cost and feasibility analysis
4. Market research
5. Marketing strategies
6. ROI and expected returns

The participating contingents expressed their business ideas with the help of a PowerPoint presentation which was critically evaluated by the judges. Only the Top 6 teams made it to the final round.

In the final round, the teams had to make an advertising/marketing video of their start-up idea and had to garner likes on their respective videos. The round basically judged the creative aspect and customer engagement aspect of their start-ups.

<b>Contingent Name</b>	<b>Start-up Idea</b>
CCIO3_Shweta Chandra, Atharva Bhor	Investment Platform
HDFC_Tanya Mulchandani_Armana Randhava	Capsule Hotels
HDFC_Vani Gera, Khushi	Vastra - A clothing venture
HLX_Shubham Samant	Physical shop for online footwear
IDBI_Harsh_Gaurav	Flexit
IDBI_Ritvik_Harsh	Soya Bean Company
IDBI_Vandana_Richa	Doctorez
Infosys_Krutika Sheth	Khazaana - Corporate Gifting
Infosys_Shubham Shah	Mechanicz
KEC_Khushi Keshav	Auto Bins
Larsen and Tourbo_Anish Chugh	Wisely - A Payment app
Larsen and Tourbo_Aryan_Jayesh	Eventra
Larsen and Tourbo_Shreya_Avanthika	P-Fit
Lupin_Anjan_Alakhya	Traveloma
Mahindra and Mahindra_Simran Singh_Hamza Tinwala	Fromax
Mahindra and Mahindra_Aaryan Shah_Vansh Vasdani	Value Pod
Maruti Suzuki_Alfia Solkar_Arsheen Nakade	Go 4 Ratnagiri
Maruti Suzuki_Samar Aayre_Pranav Sheth	Seed Bottle
MMTC Ltd_Himansh_Vidushi	Get Trash Take Fresh
NMDC_Ayush Jain_Girish Sajnani	Dustman
NMDC_Darsh Parekh	Bio Bag
NTPC_Deht Bhardva	Fixed It

NTPC_Shiv Ashish Razdan_Priyam Sharaff	Hydroponics
Reliance_Aniket_Priyank	E Lar - Go Electric
Reliance_Rashweta Bagga_Tanisha Malekar	Pukar
rites Lts_Pankaj Kumar_Salman Naseem	E-Samaaj
Siemens_Khushi Choksi	Home Kitchen
Tata Motors_Devangi Joshi_Saurav Motiramani	Edugram
Tata Motors_Titiksha_Prateeksha	Du Green
TCS_Ashna_Aryan	Yantra Se Jan Tantra
TCS_Luvai Dhorajiwala_Vinita Tanwani	Pharma Buddy
Team Apollo_Chirag Agarwal_Shubham Jaiswal	The Food Experience - I Chef....

The winning teams for the event have been mentioned in the table below who received cash prizes as a mark of encouragement and appreciation.

Position	Name of Participant	Contingent Code
1st	Dehit Bhardva	NTPC
2nd	Simran Singh Hamza Tinwala	Mahindra & Mahindra
3rd	Vani Gera Khushi	HDFC

All the prize winners received cash prizes as a mark of encouragement and appreciation.