

THINK TANK EVENT REPORT

“Innovation is seeing what everybody has seen and thinking what nobody has thought.”

– Dr. Albert Szent-Gyorgyi

THINK TANK an initiative of EDC endeavored to promote the **entrepreneurial instinct** within students and hone their creativity. Students and aspiring entrepreneurs from all corners of the nation joined us on 21st of December 2019 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 likeminded individuals and gain synergy by making contacts and receiving **constructive criticism**.

Think Tank hosted renowned personalities from the Industry as judges who have studied India's **startup Ecosystem** diligently and have a knack of identifying the **scalability** as well as the **viability** of any startup or even an idea.

Team MONETA was absolutely delighted to have the following stalwarts as judges for **Think Tank**–

Mr. Chirag Doshi-Executive Director at Centrum Capital

Mr. Nirav Parekh-Vice President at Kotak Group

The participants were given 5 minutes for presentation followed by 5 minutes for negotiations and question/answers evaluated on the following basis-

1. Introduce your idea and Valuation
2. Explanation and demonstration of your idea
3. Cost & Feasibility Analysis
4. Market Research
5. Marketing Strategies
6. ROI and Expected Returns



The List of participating contingents:

Sr. No	Participating Contingent	Startup Idea
1.	ITC– Team1	Paper Furniture
2.	ITC- Team2	Eco Friendly Sanitary Napkins
3.	Asian Paints	Integrated Sim Cards
4.	Grey	Sanskrit Education Forum
5.	L&T- Team1	Fitness and health for working professionals
6.	Infosys	Plastic Waste Management
7.	Maruti Suzuki	Stationery and Decoration
8.	Black	Energy Conservation
9.	Sun Pharma	Ecofriendly Straw
10.	IndusInd Bank	Event Management
11.	L&T- Team2	Menstrual Hygiene
12.	TCS- Team1	Footwear
13.	HDFC- Team1	Food Truck
14.	Kotak Mahindra	FinTech
15.	HDFC- Team2	Eco friendly Sanitary Pads
16.	Blue	Legal Accounting Services

The participating contingents expressed their business ideas with the help of a PowerPoint presentation which was critically evaluated by the judges.

The winning teams for the events have been mentioned in the table below:

Sr. No.	Name of the Contingent	Position
1.	Grey	Winner
2.	ITC- Team1	First Runner Up
3.	L&T- Team2	Menstrual Hygiene

The winner received a cash prize as a mark of encouragement and appreciation.