



### **Press Release - Startup Weekend Trichy**

The 5<sup>th</sup> edition of Startup Weekend at NIT Trichy started with Arun Philips, the facilitator, briefing the participants about startup and entrepreneurship. The event which is a part of a global initiative powered by Techstars and Google for Entrepreneurs, aimed at giving the participants a glimpse of the starting up in 54 hours.

The event kicked off with an introduction followed by Suman Mishra, AVP Business Development, Tech Mahindra speaking about the Indian startup ecosystem and the current funding scenario. He touched upon the roots of entrepreneurship in NIT Trichy highlighting some of the prominent startups founded by alumni.

The participants then pitched their ideas, leading to about 35 ideas in total from which the final 10 ideas were selected. The teams were formed and their agendas set at the end of the first day.

The second day started off with the teams working towards building their product as well as validating their business model.

Their work was supported by mentors who were domain experts in multiple fields:

- Atul Manohar, Director of User Experience, Informatica
- Saurabh Pareek, Senior Product Manager, Paypal
- Mothi Venkatesh, Product Marketing Manager, Playment
- Shubham Badal, Co-founder, CybrHome
- Naveen Athresh, Head of Product, Liquid Mind Product
- Purnank Prakash, Co-founder at Tacnik and EsportsVilla
- Prashanth Venkataraman, Co-founder at Beecon Fleet Management

An interesting aspect of the day was the live video chat with the Startup weekend event held at New Zealand, highlighting the true global nature of the event.

The teams had to finalize their business canvas model and present their pitches to the judges for evaluation. The final pitch was preceded by a mock pitching session in the presence of the mentors.

The judging panel consisted of:

- Mr. Hari Krishnan, Co- Founder, Hacker Earth
- Mr. Chandrashekar Kupperi, Founder, Anova Corp Services
- Mr. Hari Krishnan, Fund Manager, Astarc Ventures

The winning ideas of the day included:

- Team “Meili” which won the coveted first prize developed a travel guide with an automated option and integrated Augmented Reality.
- Team “Houstel”, which won the runners-up prize, aimed to make students feel closer to home while being in the hostel. The initial stage would be to facilitate food delivery.
- Team “Freshly Brewed” which won the third prize, developed a clothing line aimed at customizing apparel for college based events and societies.

Prizes were Distributed to the winning teams by Dr Samson Mathew,Dean (Students Welfare),NIT-T.

The Judges came on stage to share a few words before declaring the winners. Mr. Hari Krishnan was impressed by the young minds of NIT Trichy. He stressed on the importance of execution over ideation. Mr. Vivek Prakash spoke about his entrepreneurial journey which kicked off when he was still in college highlighting the importance of calculated risks. Mr. Chandrasekhar Kupperi, appreciated the early involvement of first year students in entrepreneurial events.

The photos for the event:

## Mentors



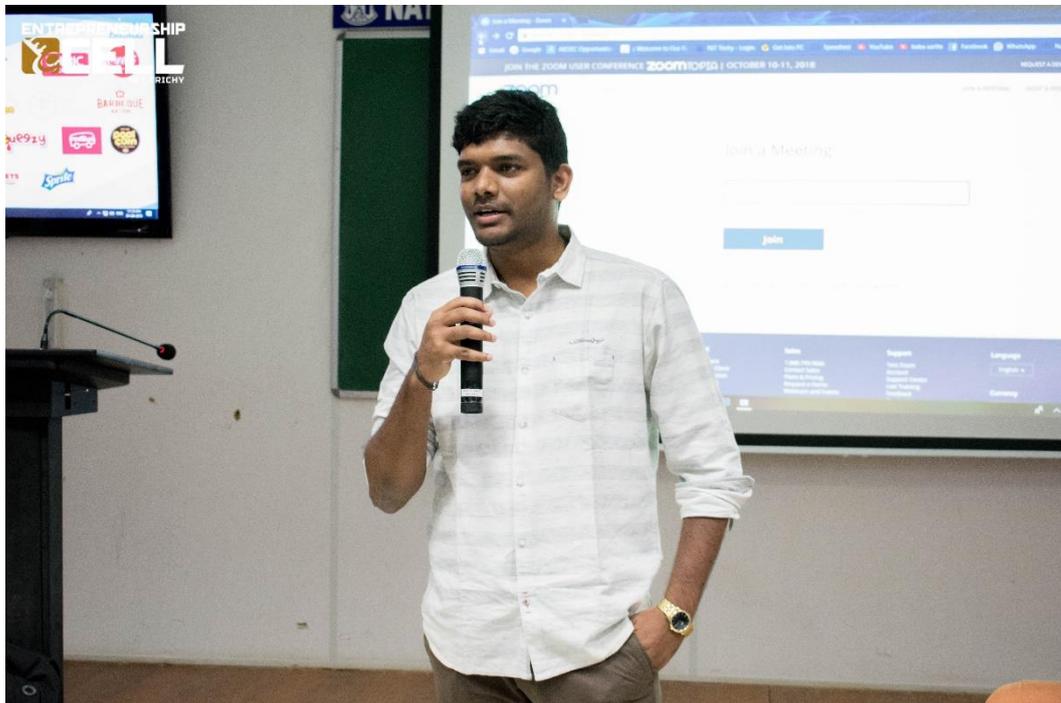
Arun Nair, Founder, Strata Digital Consulting



Atul Manohar, Director of User Experience, Informatica



Arun Philips, Techstars



Mothi Venkatesh, Marketing Manager, Playment



Saurabh Pareek, Senior Product Manager, Paypal



Prashanth Venkatraman, Founder, Beecon



Purnank Prakash, Founder, Tacnik

## Judges



Chandrasekar Kupperi, Founder, ANOVA Corporate Services



Vivek Prakash, Founder, HackerEarth



Hari Krishnan, Fund Manager, Astar Ventures

**Winning Teams in the presence of Dr. Samson Mathew, Dean (Students Welfare) and judges:**



Team “Meili” which won the coveted first prize developed a travel guide with an automated option and integrated Augmented Reality.



Team “Houster”, which won the runners-up prize, aimed to make students feel closer to home while being in the hostel. The initial stage would be to facilitate food delivery.



Team “Freshly Brewed” which won the third prize, developed a clothing line aimed at customizing apparel for college based events and societies.

For more details Contact:

Mr Anshul Ravikumar, President, Entrepreneurship Cell, NIT Tiruchirapalli, India.

Phone: +91-9789005601, Email: [anshul@ecell-nitt.org](mailto:anshul@ecell-nitt.org)

[www.ecell-nitt.org](http://www.ecell-nitt.org)

[www.fb.com/ecell.nit.trichy](http://www.fb.com/ecell.nit.trichy)