

## REPORT OF PTVA'S START-UP EXPO 2023

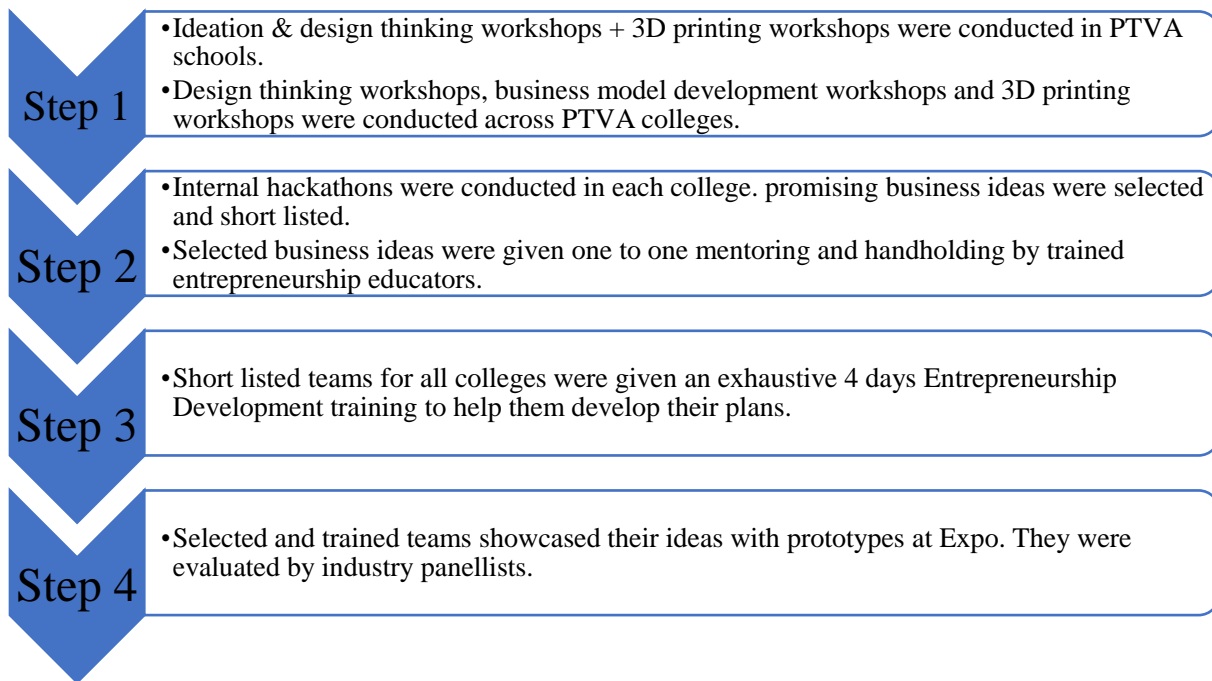
PTVA's Start-up Expo 2023 was conceptualized and organized by PTVA's Institute of Management's Centre of Entrepreneurship and Innovation on 4<sup>th</sup> March 2023 at PTVA's Institute of Management from 9.30 am to 9.30 pm. The objectives of the expo were as follows:

- To build awareness and generate interest among PTVA students regarding innovation and entrepreneurship.
- A platform that highlights the entrepreneurial eco-system built at PTVA i.e., COEI + E Cells of all colleges + Innovation encouraged at school level + courses such as MBA in Innovation Entrepreneurship & Venture Development (MBA-IEV).
- Building engagement with various stakeholders of entrepreneurial eco-system.

START-UP EXPO 2023 showcased innovative business ideas, products, services and prototypes made by school and college students of Parle Tilak Vidyalaya Association's 5 schools and 4 colleges. Total 23 business ideas were showcased on the day. The expo was inaugurated by Mr. Dipan Sahu- Assistant Director of Ministry of Education's Innovation Council (MIC), Government of India and Mr. G. Ramakrishnan- Co-founder and Director of Galaxy Surfactants. The guests visited each stall and shared their insights with the business teams. President of PTVA Shri. Anil Ganu sir welcomed both the guests with memento and a token of appreciation. First Mr. Dipan Sahu addressed the audience regarding importance of building a robust entrepreneurial eco-system on campus and the help and support provided by MIC to ensure such a development. Mr. G. Ramakrishnan then addressed the gathering and with valuable in-sights from his own entrepreneurial journey & motivated the young entrepreneurs.



COEI has been organizing a training-based b-plan contest titled Wings2Vision over the past 4 years. Following steps were undertaken as a part of preparation for expo and Wings2Vision:



The trainings for expo started from the month of October 2022 and over the period of 4 months following number of workshops and allied activities were conducted cumulatively:

Sr. No.	Particulars	No. of sessions
1	Ideation and design thinking	11
2	Business model development workshop	4
3	3D printing and prototype designing workshop	8
4	Internal hackathons	4
5	4 Days Entrepreneurship Development Program	1
6	One-to one mentoring (total number of hours of mentoring provided to all teams)	40+

Sr. No.	Nature of Workshop	Facilitator/s
1.	Ideation and Design Thinking	Dr. Sucheta Pawar and Ridhima Mahabal
2.	Customer Mapping and market research	Dr. Sucheta Pawar
3.	Value proposition canvas	Ridhima Mahabal
4.	3D printing and prototype design	Mr. Mayur Khanvilkar & Mr. Mandar Salaskar
5.	Cost and revenue mapping	Mr. Sarvottam Rege
6.	Competitor Analysis	Mrs. Shivani Naik Devrukhkar
7.	Articulation of Idea	Mrs. Manasi Mule



**PTVAIM's COEI team started promotional activities in all the schools and colleges of PTV from November 2022.**



**Ideation workshops with schools & colleges**



**Prototyping designing & 3D printing workshops**



**Entrepreneurship Development workshops with schools & colleges**



The final round of Wings2Vision was conducted on the day of the expo itself when 11 panellists assessed the business ideas of all stall owners of start-up expo. The ideas were primarily assessed on basis of (1) conceptual strength and scalability of the business idea, (2) clarity w.r.t. business model which was developed, (3) market research (4) on-day feedback collected from prospective customers and changes proposed to the product w.r.t. the feedback (5) quality of the pitch. On basis of exhaustive scrutiny conducted in 2 rounds, the following teams were declared top 3 winners. Winners received seed funding of Rs. 1 lakh, Rs. 75 thousand and Rs. 50 thousand respectively (to be disbursed in staggered manner) as well as certificates and trophies.

Prize	Name of the team	1 Line Idea
1 <sup>st</sup> prize	Team Milliscoop-Sathaye College	Milliscoop makes ice cream made out of millet which is nutritious. It is a diet friendly ice cream with no added preservatives and processed sugar. It does not contain vegetable oil or any artificial flavours or colours. Millet ice cream is a healthy option to have trendy food frequently.
2 <sup>nd</sup> prize	Team Nutribites-Sathaye College	'Nutribites' is a Millet based nutritional bar. Our nutritional bar contains millets as a main ingredient. The product is sugar free, gluten free and contains no preservatives. It is suitable for diabetic people, health-conscious people and also for people who are aiming at weight loss. A single bar of nutribite gives 15.2gms of pure protein and at a very reasonable price.  Nutribites is a millet based nutrient powerhouse loved by all age groups!
3 <sup>rd</sup> prize	Lollipopaws puppy food company-M.L.Dahanukar College	Lollipopaws provides a nutritional dog supplement, which is infused with ayurvedic properties and unique combination of ingredients. This will help to overcome the imbalance of nutrition and the lack of vitamins and minerals. It has helped dogs overcome stress, anxiety and motion sickness. It's a pet owner's dream come true!



A new aspect was added to Wings2Vision this year. Many industry experts and people from local community (including residents and shop owners) were invited for the expo. The visitors were asked to provide feedback w.r.t to the support in form of mentoring/seed funding/ research project and/or internships they would like to provide to teams (any teams of their choice). The results of this feedback were collected and following are the offerings made by industry visitors to all business teams that had put up their display during expo.

	Mentorship	Research Projects	Internships	Seed Funding
No. of offers bagged cumulatively by the presenting teams	<b>64</b>	<b>33</b>	<b>13</b>	<b>11</b>

The panel rounds conducted during the expo were followed by an interactive session of stall owners with Mr. Dipan Sahu. Dipan sir guided the budding entrepreneurs and spoke to them about importance of fostering creativity throughout one's entrepreneurial journey. He also spoke at length about other attributes to be fostered by entrepreneurs such as passion, positivity and hard work.

The valedictory and prize distribution function of expo was held from 8pm to 9.30 pm. Expo team was grateful to have Dr. Sameer Joshi- Founder and Chairman of Transcender Services Pvt. Ltd. as a chief guest for valedictory ceremony. Mr. Joshi visited all the stalls and shared his insights with the teams. The was welcomed by President of PTVA Shri. Anil Ganu with a memento and token of appreciation. Mr. Joshi addressed the audiences about entrepreneurship with reference to his own journey of establishing Transcender Services Pvt. Ltd. He shared 9 guiding principles that each entrepreneur must bear in mind. The audiences were greatly inspired with his message. Mr. Joshi's speech was followed by prize distribution function. The following prizes were given:

Nature of Prize	Recipient/s	Receivables
1 <sup>st</sup> Prize (School Category)	PTV English Medium School Andheri	Trophy

2 <sup>nd</sup> Prize (School Category)	PTV English Medium Secondary School	Trophy
3 <sup>rd</sup> Prize (School Category)	Paranjape Vidyalaya (Secondary School)	Trophy
1 <sup>st</sup> Prize (business idea)	Ms. Riya Gaikwad, Ms. Samidha Bane, Ms. Anamika Verma & Mr. Ishan D'Souza: <b>Team Milliscoop Sathaye College</b>	Rs. 10,000/-, trophy & certificates
2 <sup>nd</sup> Prize (business idea)	Ms. Sakshi Marathe & Ms. Nishmita Pujari: <b>Team Nutribites Sathaye College</b>	Rs. 7,500/-, trophy & certificates
3 <sup>rd</sup> Prize (business idea)	Mr. Aditya Dongre & Ms. Vaishnavi Relekar - <b>Lollipopaws: Puppy food company M.L.Dahanukar College</b>	Rs. 5,000/-, trophy & certificates
Best Performing mentoring team	Prof. Shivani Naik, Prof. Sarvottam Rege & Prof. Manasi Mule: <b>M.L.Dahanukar College of Commerce.</b>	Trophy and Certificates
Best Performing College	<b>M.L.Dahanukar College of Commerce.</b>	Trophy
Volunteer teams	Ms. Sanskruti Mishra (Student head <b>M.L.Dahanukar College</b> ) & Mr. Rohan Tayade (Student Head, <b>PTVA's Institute of Management</b> )	Certificates



The program concluded with a vote of thanks from Ms. Ridhima Mahabal; Faculty co-ordinator of PTVAIM's COEI. The expo ended on a high note for all stakeholders. It has proven to be a great tool of inspiration for students, outreach for industry members and extended community, and a matter of pride for parents.

The Expo's success has yet again validated that the students are capable and interested in building interesting products and ventures provided they receive good mentoring and guidance, college and school campuses are great spaces to grow and foster ventures and that when students come up with good ideas, industry experts are ready to reach out to them with various offers and give them sustained help and guidance!

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#### Annexures:

**I) Following are the industry experts who assessed the business ideas presented on the day:**

1. Mr. Ashish Garde: Director MAGIC, Past President CMIA (Chamber of Marathwada Industries & Agriculture).
2. Mr. Madhav Dabke: Vice President and Head - BFSI Products, Board Member of Garje Marathi Global, Mentor at E-Cell, IIT Bombay, Symbiosis Technology Business Incubator (SCEI), Atal Innovation Mission Official.
3. Dr. Hemant Joglekar: Chemical Engineer, Trainer & Consultant. Former Senior Manager at Asian Paints.
4. Mrs. Manisha Marathe: Director - Saroj sweets Pvt. Ltd.
5. Dr. Jyoti Gogte: Mentor & Trainer for Start-ups & Entrepreneurial community, Founder of Komfy Dynamics- Manufacturers of Multipurpose Laptray & PTVAIM's COEI Advisory council member.
6. Mr. Nitin Tikle: Principal Consultant at SANITI CONSULTANTS, Former VP of Mahindra and Mahindra Limited [Automotive and Farm Equipment Business], Business Councillor at PTVAIM's COEI.
7. Mrs. Meenal Mohadikar: Founder, Amhi Udyogini Pratishtan.
8. Ms. Madhura Mohadikar: Director, Hakuna Matata Travel & More Pvt Ltd.

9. SOL. Darius Dalal: Advocate, Solicitor and Registered Patent and Trademark agent. Partner at M/s. Jahangir Gulabbai &, Billimoria & Daruwalla.
10. Mr. Manoj Sathe: Senior Vice President & Country Head at IxSight Technology, Former Vice President at NSDL & Startup Mentor (COEI).
11. Mr. Sushrut Chitale: Partner, Mukund M Chitale & Co.; Independent Director at GOPALPUR PORTS LIMITED; Trustee and Managing Committee member of PTVA Schools' Alumni Foundation.

**II) Following is the list of teams that put up their displays on day of the expo and their 1-line ideas:**

The 22 business teams which presented on the day of the expo:

Team Name	Business Idea
<b>Millet Based Nachos(Crunchos)</b>	Millet based nachos which are preservative free, healthy. We make trendy snacks healthy
<b>Millet ice cream:- Milli scoop</b>	Ice cream made out of millet which is nutritious. It is a diet friendly ice cream with no added preservatives and processed sugar. It does not contain vegetable oil or any artificial flavouring or colours.
<b>TASKWALA-(STUDENT Employment)</b>	Many companies need people to do mid-level skill set tasks for a short duration of time. Similarly, students, especially at masters level often prefer to have a short-term task which will help them earn enough to support themselves but also not interfere with their studies. Taskwala provides such a platform for both stakeholders.
<b>Millet based nutridrink (TAURUS)</b>	The year 2023 has been declared as the 'year of millets' by the government of India. Millets are rich in nutrients, rich in fibre and trace elements. We made a fermented nutrient drink from the goodness of millets and fruits. Our aim is to provide all nutrients from millets in easily consumable form. Our nutridrink is not chemically processed and is free from preservatives, artificial colour, flavour or carbonation. This drink contains medicinal properties and is a perfect replacement for synthetic drinks available in market.
<b>Millet Noodles (Brand name - Slurp It!)</b>	We are making Instant Cuppa Millet Noodles made up of Rice, Bajra, Ragi and Mix millet flour. Also, we provide a Tastemaker made out of authentic Indian spices. Making noodles a sought-after nutritious food.

<b>DESI FOODI</b>	Desi FOODI is the food delivery platform which delivers the home cooked food to your doorstep. Go healthy by making your tummy healthy.
<b>Bling pitara</b>	Bling pitara is a brand which offers clothes for all sizes with unique and customizable designs at reasonable rates.
<b>Forus Perfume</b>	Forus Perfumes provides long lasting and good quality perfumes at affordable price. Our targeted customers are college students & working-class people.
<b>Passion Beats</b>	Passion beats is a platform for people who aspire to learn instrumental music. The platform provides you with information on persons from your locality who facilitate music and sellers and platforms from which you can buy various instruments.
<b>Carava'Dorable</b>	Carava'Dorable is a company that provides Caravan (a modified bus with all the facilities required) on rent at affordable prices. Our USP is affordability and eco-energy. We aim to reach out to frequent travellers, tourists, and also the people who love to travel but cannot afford it.
<b>Treeco (eco-friendly products)</b>	1) Variety of innovative stationary made out of natural and biodegradable material at reasonable price 2) Encouraging tree plantation through seed pencil 3) Cultivating culture of green gifting
<b>Swasthya</b>	Swasthya is caffeine free refreshing health drink which is nutritious and enhances immunity.
<b>Nutribites</b>	Nutribites is a healthy yet tasty millet based nutritional bar which is suitable for calorie conscious people, people who prefer gluten free products, diabetic people
<b>Lollipaws by - Puppy Food Co.</b>	Lollipaws provide dog treats which takes care of balanced nutrition. One product that can act as prevention for physical as well as mental issues of pet dogs.
<b>SENIORIFY EXPERT SOLUTIONS</b>	Seniorify is an aggregator web platform that provides mentoring and assistance to small businesses & startups by connecting them to retired experienced professionals.
<b>Vertical farming kit(Vertrigro)</b>	Vertigro provided customized vertical farm units to urban residence and help them grow chemical free vegetables.
<b>Flygenics</b>	1) Immediate light source in the form of a lamp or bulbs. 2) Sustainable lighting using bioluminescence.
<b>RePlick</b>	RePlick makes traditional bricks that are stronger and lighter and green bricks since 10% natural material is substituted by plastic waste.

<b>LocalPe</b>	LocalPe, is a platform made for home grown businesses, micro units where those will get required handholding and services needed for their business growth.
<b>Betinal Pvt Ltd</b>	Betinal is a digital science lab for school students, available on smartphones, providing practical learning experiences that are essential for a complete understanding of science concepts. Our app is designed to overcome the limitations of traditional physical science labs, which often have limited infrastructure and resources.
<b>RCUBE RECYCLING</b>	Rcube Recycling is into e-waste management particularly recycling of printer cartridges. It is a complete solution to printer cartridge waste & an import substitute for printer cartridges.
<b>Madhur Foods</b>	Madhur foods is a food delivery service which aims at offering traditional snacks with a modern twist that are fit and healthier for daily snacking. We started with a range of healthy laddus which are sugar free made with natural ingredients and aim at expanding our product range with variety of trail mixes, energy bars and munchies.

### III) Glimpses of PTVA's Start-up EXPO 2023

