

# THE G₹ AND PITCH



**Immersion Program**  
2022



# ANNUAL REPORT

Innovation Council  
**2022 - 23**



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# About SIBM Pune

Symbiosis Institute of Business Management, Pune is a premier B-School in India, known for its academic excellence, high-quality management programmes, and valuable contributions to industry, society, and students.

The following programmes are currently available at SIBM Pune:

1. A two-year full-time MBA programme with specialisation options in Marketing, Finance, Operations, and Human Resources and Data Analytics.
2. A two year full-time MBA programme in Innovation and Entrepreneurship.
3. A two year fully residential MBA programme in Leadership and Strategy.
4. Weekend Executive MBA and one-year postgraduate diploma programmes for working professionals are also available.
5. Executive Post Graduate Diploma programmes for corporations, tailored to the needs of the corporations.





**Nurturing talent since 1978, SIBM Pune was instituted with the core values of creating knowledge and influencing management practices. We believe in collaborating and exchanging ideas to recognise the strategies that can be adapted to shape the future of the new hyper virtual world and bring meaningful social change. SIBM is amongst very few colleges who offer MBA (Innovation & Entrepreneurship).**

### **About MBA (Innovation & Entrepreneurship)**

**Government has declared 2010-20 as 'India's Decade of Innovation' and the industry is increasingly expecting its employees to have an entrepreneurial mindset. In addition, there is also an increase in the number of management graduates eventually taking the entrepreneurial plunge.**

**This course promotes the spirit of innovation and a culture of entrepreneurship among the students of the MBA Innovation and Entrepreneurship. Its aim is to endow students with the right opportunities to build leaders of tomorrow. SIBM supports and nurtures the startups of the students and helps them grow with the help of in-house startup mentors and fundings events.**



# About Innovation Council

The Innovation Council is the E-Cell and a student-driven body at SIBM Pune, which was introduced to promote the spirit of innovation and a culture of entrepreneurship among the students with Entrepreneurial Interests.

We conduct events, activities that connect students to external start-ups / mentors through events like **Idea Room** (to fine-tune the pitches), **The Pitch series** (in-house business plan competition), **iConclave** (mentoring session), **SeedCamp** (funding series), **MasterClass** (Entrepreneurial Workshops), **Maverick Series** (Interactive sessions with Entrepreneurs and Intrapreneurs), **Immersion** (one of a kind internship at Startups to get an experiential learning) to name a few.

We've designed our events to add immense value to the life of students at SIBM Pune and our event catalogue supports a Startup right from ideation phase to the funding and functional phase, with the aim to endow students with the right opportunities to build leaders of tomorrow.





Best Student Council on the basis of  
Director's Choice  
(Annual Management Day '23)



# Meet the Team

## ★ THE SENIOR TEAM ★



**Tarun Tanwar**

**Rithiksa J**

**Shubham Harsh**

**Prabudh Gupta**

**Deepika Hajare**

**Suyash Goenka**



# Meet the Team

## ★ THE JUNIOR TEAM ★



**Vaibhav Agrawal**

**Varun Raut**

**Shagun Mehta**

**Sidhant Sachdeva**

**Rohit Katkar**

**Kruti Shah**

**Vrinda Mathur**





# Meet the Team

## ★ THE INTERIM TEAM ★



**VARUN**



**SIDHANT**



**VAIBHAV**



**ATHARVA**



**VRINDA**



**SHAGUN**



**MANAV**



**KRUTI**

# Objectives

- To facilitate a connection between the MBA in Innovation and Entrepreneurship students and the external StartUp ecosystem.
- To equip students with the required skill-sets through channels of hands-on experience and industry insights, aiding their growth.
- To create an ecosystem for holistic development as innovators and entrepreneurs.
- To promote the spirit of innovation and a culture of entrepreneurship among MBA Innovation and Entrepreneurship students.
- To organise events and activities such as guest lectures, 1-on-1 mentoring sessions, experiential activities, workshops, competitions, alumni interactions and investment opportunities for the students throughout the year, keeping in mind the learning requirements of the students.



# Faculty's Message

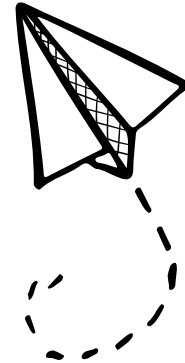
Dear Team,

I would like to congratulate you on your first year as a student council. I feel out of words to express my feelings for the incredible work you have done as a council. The hard work, and enthusiasm that you all have shown in implementing your event calendar is amazing. Your dedication, devotion, and efforts to work untiringly for the MBA (I&E) can only be felt and not expressed in words.

Once again, I wish you all the best for the new session and am sure that your efforts will make a significant difference in the learning of MBA (I&E) students.

With best wishes

**Dr. C. P. Gupta**

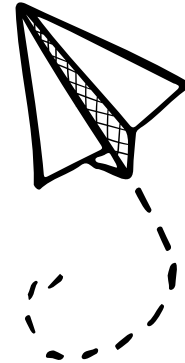




# Faculty's Message

As an Additional Program Incharge of MBA Innovation and Entrepreneurship, I have had the opportunity to work with students from diverse backgrounds and help them develop the skills they need to succeed in the entrepreneurial world. Overall, my experience teaching MBA Innovation and Entrepreneurship has been incredibly rewarding. It's a privilege to work with motivated and talented students who are passionate about entrepreneurship and innovation, and I look forward to continuing to help them achieve their goals.

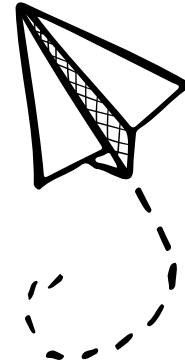
**Dr. Vinod Kumar**



# Faculty's Message

"The Innovation Council has raised the standards by successfully organizing unprecedented events like the Immersion Program and The Grand Pitch. Kudos to all its members for their indefatigable efforts. I hope they continue to exceed expectations and elevate the entrepreneurial ecosystem on campus even further in the years to come."

**Arjun Panchal**



# Startups of SIBM

**110+**

FUNCTIONING STARTUPS

**65+**

REVENUE GENERATING STARTUPS DEVELOPED OVER THE LAST 5 YEARS





# Events



In order to give students of MBA Innovation and Entrepreneurship the necessary entrepreneurial mentoring before they stretch their wings as entrepreneurs, The Innovation Council of SIBM, Pune has now developed the MasterClass series.

‘MasterClass’ is an insightful series of guest sessions held in an effort to develop entrepreneurial thinking. The goal of these seminars is to encourage aspiring entrepreneurs' ability to gain useful insights on how to tackle the challenges that are faced while running their own startups.





| <b>Date</b>          | <b>Guest Speaker</b>          | <b>Designation</b>                                 | <b>Topic</b>   |
|----------------------|-------------------------------|--|--|
| 16th July, 2022      | Mr. Devansh Lakhani           | Angel Investor, Lakhani Financial Services         | Essentials of a Pitch Deck   |
| 6th September, 2022  | Mr. Bhaskar Indrakanti        | Director & Co-Founder, OrangeOwl                   | Self branding and key techniques to enhance one's LinkedIn profile |
| 7th September, 2022  | Mr. Santosh Gopalkrishnan     | Assistant Prof. at SIBM, Pune                      | Insights on Microsoft Excel  |
| 8th September, 2022  | Ms. Nikita Vohra              | Digital Marketing Trainer                          | Session on SEO and SEM   |
| 15th September, 2022 | Dr. Praveen C Srivastava      | Founder & CEO, PNP Consultants                     | Importance of being self-groomed in the business world             |
| 17th September, 2022 | Ms. Bernice D'souza Castelino | L&D Training Manager at Betterplace   Ex OlxPeople | Craft the perfect CV   |





# MAS ERCLASS

IC INNOVATION COUNCIL SIBM PUNE

Innovation Council presents

MAS ERCLASS  
The Pitch Deck Essentials



**Bernice D'souza Castellino**  
L&D Training Manager at Betterplace | Ex OlxPeople (Aasaanjobs) | Ex Swiggy | Altisource (Ocwen)

MS Teams 17th September 2022 | 11:00 AM

THINK | INNOVATE | DISRUPT

IC INNOVATION COUNCIL SIBM PUNE

Innovation Council presents

MAS ERCLASS  
The Pitch Deck Essentials





**Bhaskar Indrakanti**  
Educator | Entrepreneur | Mental Wellness Advocate | Content Creator | Theatre Artist

**CA Santosh Gopalkrishnan**  
Asst. Prof. at SIBM, Pune | Research in Credit Risk, Banking and Analytics areas

**Nikita Vohra**  
Digital Marketing Trainer | Consultant | Enthusiastic Entrepreneur | Key-note speaker

6th September 2022 7th September 2022 8th September 2022

MS Teams 6:00 PM onwards

THINK | INNOVATE | DISRUPT

IC INNOVATION COUNCIL SIBM PUNE

Innovation Council presents

MAS ERCLASS  
The Pitch Deck Essentials



**Dr. Praveen C Srivastava**  
Founder & CEO  
PNP Consultants

MS Teams 15th September 2022 | 6:00 PM

THINK | INNOVATE | DISRUPT





# Events



To help first year students to polish their ideas and get some tips and tricks on presentation skills to catch the attention of investors. Innovation Council, successfully concluded the 7th edition of the annual series “Idea Room” on the 23rd and 31st of July 2022.

Idea Room is a platform for the MBA in Innovation and Entrepreneurship students to brainstorm their ideas and present their first draft of Pitch Decks. The students offer their ideas in two stages, first to their seniors in the batch and then to the Alumni from the batch.



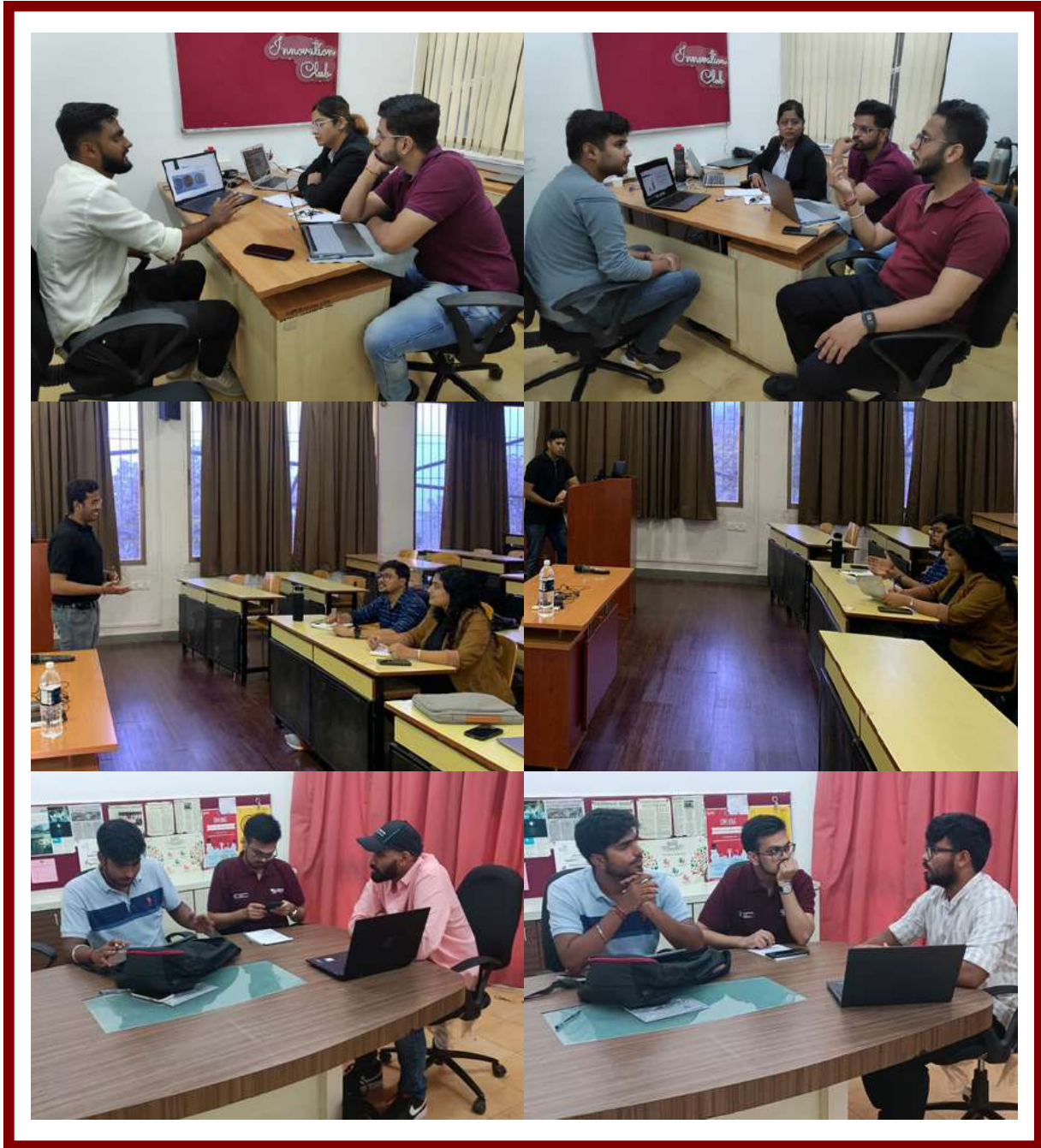
# IdeaROOM7.0

This helps them fine-tune their pitches and be ready to face competitions in the ecosystem. The students were given an in-depth analysis of their pitches and various ways to improve further.

This year, the Innovation Council hosted Ms. Veena Balachandran, Mr. Rohit Chavan, Mr. Promoth Kumar, Ms. Sanjana Pai, Mr. Devdutt Das, Ms. Amya Madan, Ms. Harsha Hemnani, Ms. Mansi Shah, esteemed Alumni of the Innovation and Entrepreneurship Batch.



# IdeaROOM7.0





# IdeaROOM7.0



# Events



Virtuoso is a series of guest lectures, which would be a part of the curriculum. The series aims at inculcating extensive knowledge regarding business communication. In light of creating opportunities to learn business communication skill sets, this year we had two experts.

| Date                 | Guest Speaker       | Designation  | Topic  |
|----------------------|---------------------|--|--|
| 2nd August, 2022     | Ms. Jogamaya Mishra | Learning and Development Manager, Betterplace   Ex-olx   TCS | Concepts of Training, Learning and Development |
| 10th September, 2022 | Mr. Atulya Goswami  | HR Director, General mills                                   | Importance of Human Resource Management        |



# V<sup>ORTUOSO</sup>

IC INNOVATION COUNCIL

Innovation Council Presents

SIBM PUNE

## V<sup>ORTUOSO</sup>

**Jogamaya Mishra**

Learning & Development Manager,  
Betterplace



Microsoft Teams

Tuesday | 2nd August 2022



IC INNOVATION COUNCIL

Innovation Council presents

SIBM PUNE

## V<sup>ORTUOSO</sup>



**Atulaya Goswami**

Human Resources Director  
General Mills

MS Teams 10th September 2022 | 2:00 PM

THINK | INNOVATE | DISRUPT





# Events



Maverick is a series of Guest Sessions that foster the spirit of Innovation and Entrepreneurship under the guidance of industry experts and entrepreneurs. This year the Maverick series guest speaker was Mr Prashant Desai, senior director of Everstone Capital and author of “The Biography of a failed Venture”.

He is currently seconded to Burger King India as Head of Strategy and Investor Relations.

The Maverick series provides the students with an opportunity to learn and procure guidance that would inculcate entrepreneurial mindsets that can find solutions to hidden problems which range from the known to the unknown aspects of daily lives.





# Events



**This event is known for networking and mentorship with industry stalwarts addressing entrepreneurial concerns and industry-specific obstacles. Through the real-world expertise, the mentors give students advice on how to further refine their business plans before putting them into action.**

**iConclave is an inspiring and value-added session where all of our aspiring entrepreneurs learn something new and relevant information that they can use in their entrepreneurial journey. This event aims to transfer the ever-needed knowledge in respect of entrepreneurship that will encourage an entrepreneurial mindset to polish over time.**

**This year it was a 2-Day event held on 27th and 28th of August 2022. The Event witnessed engaging conversations, creative presentations, enlightening panel discussions and didactic mentoring by the savants of the Startup world.**





# iCONCLAVE 2022

ENGAGING MINDS | EMPOWERING SUCCESS



INNOVATION COUNCIL



welcomes you to



# iCONCLAVE 2022

ENGAGING MINDS | EMPOWERING SUCCESS



**Shreedha Singh**

Co-Founder & CEO  
The Ayurveda Co.



**Dr. Aravind Chinchure**

DIRECTOR  
DESHPANDE STARTUPS  
FORMER ASST. VICE PRESIDENT INNOVATIONS,  
RELIANCE INDUSTRIES



**Arpit Sood**

ASSOCIATE DIRECTOR  
ZEST MONEY



**Kirty Datar**

CO-FOUNDER  
CANEBOAT



**Vineeta Pathak**

HEAD OF MARKETING  
& BRAND ALLIANCES  
CHINGARI



**Milind Datar**

CO-FOUNDER  
CANEBOAT



**Anil Joshi**

MANAGING PARTNER  
UNICORN INDIAN VENTURES



**Jagminder Sehrawat**

CO-FOUNDER & CEO  
TRADE GULLY



**Asha Sampath**

FOUNDER  
BRAND HORIZON



27th August 2022  
28th August 2022



10:00 AM ONWARDS



Convention Hall



# Events

## THE GRAND PITCH

### **SIBM Pune's launching pad toward entrepreneurial success**

The Grand Pitch aims at providing young startups with an opportunity to raise funding, upscale their startups and showcase it at national level. This event is also recognised as Symbi's very own shark tank.

The event is a fundraising effort similar to Shark Tank, where the SIBM Entrepreneurs present their startup pitch to a group of eminent investors. This is organised for all of the best-performing start-ups from MBA in Innovation and Entrepreneurship batches since its establishment.





# THE GRAND PITCH

At this maiden event the Startups bagged up investment of about **16.5 Lakhs!** Many startups grabbed a mentoring opportunity from our investors. The aforementioned startups were selected from a shortlist of more than 50 applicants. HabitUp, Chop n' Chill, Air Guruji, Wevive India, Supolabs, Cannabie, Oitary, Ecoco Straws, Ghaas Phoos, Des Rangeela, Corpodates and 1 Million Women Leaders Circle, were given the fortunate chance to present themselves to interested investors.





# Events

## Immersion Program 2022

Immersion is a 15-days long program to provide winter internships for the students to work in startups as a part of experiential learning.

This year it was the first time that aspiring entrepreneurs were given the opportunity to work in startups as a part of experiential learning. The Immersion Program consisted of a mock round first where the students were made to sit for CV correction rounds, mock Group Discussions as well as personal interviews in order to polish them before they sit for actual interviews with the companies.

The aim was to place all the students of MBA Innovation and Entrepreneurship students into startups for a period of 6 months so that they could learn ways how to run their own businesses in the future.



# Events



The Startup Drive is designed to be a comprehensive 10 week programme to inculcate competitive spirit in startups of SIBM, Pune. The StartUp Drive aims to recognise good performance and provide rewards for the same, Innovation Council also aims to provide special mentoring sessions.

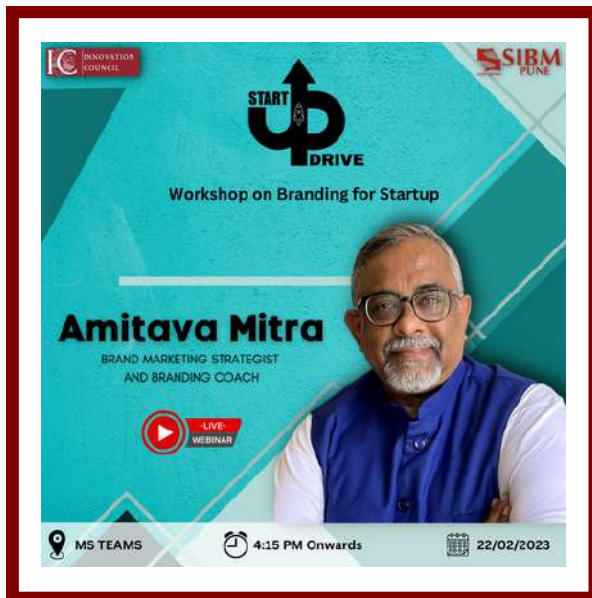
The following are the objectives of the 10 week program:

1. Inculcating a competitive mindset among the students of the MBA in Innovation and Entrepreneurship to showcase, build their own Startup and aim to be an industry leader.
2. Meeting the needs of industry specific mentoring by onboarding external mentors.
3. Ensuring one-on-one progress reporting of the Startups in the Batch.
4. Making sure the Startups that are functioning well are provided with facilities to reach the next level of their startup journey.
5. Getting the students of Innovation and Entrepreneurship prepped for National level B-Plan competitions, Seed Funding opportunities, prizes and various grants.





| Date                | Guest Speaker                        | Designation                            | Topic  |
|---------------------|--------------------------------------|--|--|
| 22nd February, 2023 | Mr. Amitava Mitra                    | Brand Marketing Strategist & Coach     | Branding for startup                               |
| 26th February, 2023 | Mr. Souparno Bagchi                  | COO, Balancehero India                 | Financial projections and Registration for startup |
| 11th March, 2023    | Mr. Partha Srinivasan                | Marketing Technology Professional      | Website Designing                                  |
| 21st March, 2023    | Ms. Vineeta Wagh & Ms. Neha Paranjpe | Marketing, Content and Branding Expert | Social Media and Digital Presence                  |





A teal-colored poster with a white geometric pattern. At the top left is the 'IC INNOVATION COUNCIL' logo, and at the top right is the 'SIBM PUNE' logo. The 'START DRIVE' logo is centered at the top. Below it, the text reads 'Workshop on Web Design for Startup'. A portrait of Partha Srinivasan is shown in the center. To the left of his portrait is a red play button icon with the text 'LIVE WEBINAR'. Below the portrait, the text reads 'Partha Srinivasan' and 'MARKETING TECHNOLOGY PROFESSIONAL'. At the bottom, the slogan 'Think | Innovate | Disrupt' is displayed.

A teal-colored poster with a white geometric pattern. At the top left is the 'IC INNOVATION COUNCIL' logo, and at the top right is the 'SIBM PUNE' logo. The 'START DRIVE' logo is centered at the top. Below it, the text reads 'Workshop on Social Media and Digital Presence'. A portrait of Vineeta Wagh is shown in the center. To the left of her portrait is a red play button icon with the text 'LIVE WEBINAR'. Below the portrait, the text reads 'Vineeta Wagh' and 'MARKETING, BUILDING BRAND AND PRODUCT STORIES | EX - XIAOMI, EX- ZIVAME'. At the bottom, the slogan 'Think | Innovate | Disrupt' is displayed.

A teal-colored poster with a white geometric pattern. At the top left is the 'IC INNOVATION COUNCIL' logo, and at the top right is the 'SIBM PUNE' logo. The 'START DRIVE' logo is centered at the top. Below it, the text reads 'Workshop on Social Media and Digital Presence'. A portrait of Neha Paranjpe is shown in the center. To the left of her portrait is a red play button icon with the text 'LIVE WEBINAR'. Below the portrait, the text reads 'Neha Paranjpe' and 'CONTENT &amp; BRANDING EXPERT | EX - FLIPKART, CLEARTRIP, ZIVAME, BLUE TOKAI COFFEE'. At the bottom, the slogan 'Think | Innovate | Disrupt' is displayed.





# Events

## THE PITCH '23

The Pitch is an in-house B-Plan Competition that aims to stimulate entrepreneurship among students and help them to deliver the perfect pitch.

The Pitch '23 includes 2 rounds. The first round is a preliminary round in which panels of judges were made to shortlist the pitches of all the participants based on their updated Executive Summary Presentations and short videos. The second round takes place among 10 shortlisted participants and top 2 students will win a chance to grab Prize money.



# THE PITCH '23



**The winner of The Pitch '23 are:**

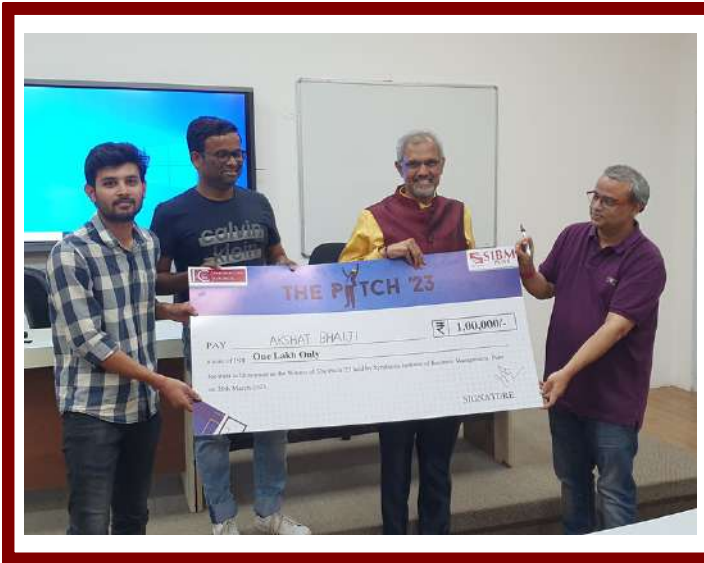
First place was grabbed by Mr. Akshat Bhajji, Founder of **Cannabie Lifestyles** bagged **Rs. 1,00,000**.

Second Prize was earned by Ms. Falak Kochhar, Founder **Gen-Z Planners** and bagged **Rs. 50,000**.

|               |                           |  |
|---------------|---------------------------|--|
| Round 1 Panel | Ms. Asha Sampath          | Founder, Brand Horizon                                   |
|               | Mr. Ashutosh Kumar        | Founder & CEO, DoorMonk                                  |
|               | Ms. Vandana Vijay         | Founder & CEO, offbeat                                   |
| Round 2 Panel | Mr. Vinamraa Pandiya      | Founder & CEO at GoNuts.com                              |
|               | Mr. Krishnakumar Devnally | Co-Founder & Strategic Growth Advisor, Antennae Ventures |
|               | Dr. Saurabh Bhatia        | Health-IT Business Mentor at AbhiCure Technologies       |

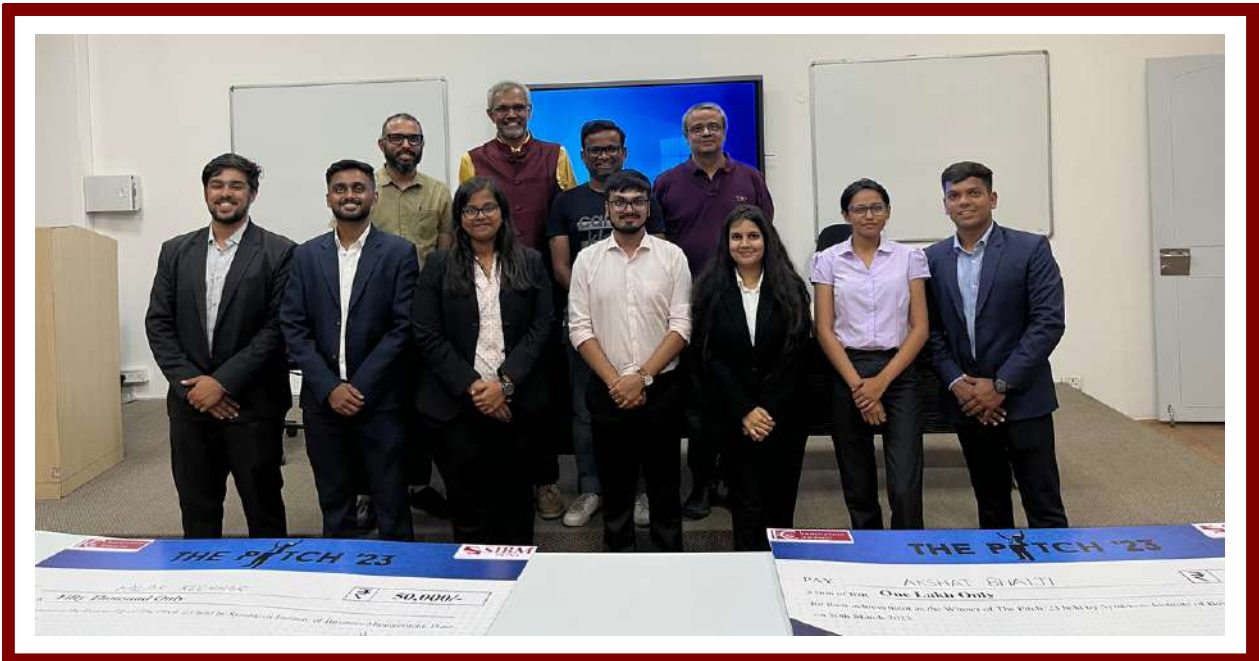


# THE PITCH '23





# THE PITCH '23



# Initiatives taken by the Innovation Council

## Startup Sommaire

Startup Sommaire is an insightful series of posts updated on the Innovation Council's instagram page. These posts are based on the startups in the different sectors. It includes information on the startup and about the sector it is based on.

## Startup 101

On the Occasion of World Entrepreneurship Day, Innovation Council organised Startup 101. It is the platform to boost the entrepreneurial mindset with the reward of winning something worthwhile! This exciting yet challenging way for all budding entrepreneurs to fuel their innovative and ever-growing minds by providing them with the opportunity to perform in teams and execute real-life solutions to daily challenges that the population faces!

## Competencia

Competencia is a unique initiative by the Innovation Council that focuses on listing the competitions every week related to entrepreneurship. The ones that had a reasonable amount of prize money and those considered relevant to take part were updated in a Google Sheet and shared with the batch.



# Closing Note

Throughout the endeavour, Innovation Council was driven by the culture of entrepreneurship, which focused on the benefit & growth of Innovation and Entrepreneurship students at SIBM Pune.

Innovation Council since its inception, has not only conducted events specific to Innovation and Entrepreneurship batch, but has also expanded to Pan-SIU. It will continue its efforts in the same direction for years to come and will keep working towards fostering an entrepreneurial and innovative mindset within the institution.

We would like to thank Dr. R. Raman - Director, SIBM Pune; Dr. V.V. Ravi Kumar - Dy. Director, SIBM Pune; Dr. Madhura Bedarkar - Dy. Director, SIBM Pune; Mr. Yogesh Brahmankar - CEO of SCEI; Mr. Arjun Panchal - our Mentor; Mr. Chandra Gupta - our Faculty in charge; Dr. Vinod Kumar - Faculty in charge. Mr. Anand Singh - Head of Administration at SIBM Pune, and the entire faculty and staff of SIBM Pune for their support and trust towards the Innovation Council. We would also like to thank all the student bodies of SIBM, Pune for their support towards our team. We express our deepest gratitude to every individual who contributed to our mission of helping the students of SIBM Pune.

