



Department of Industries & Commerce  
Government of Kerala



**KIED**  
Kerala Institute for  
Entrepreneurship  
Development  
Department of Industries & Commerce  
Government of Kerala



Kerala Institute for Entrepreneurship Development,  
Department of Industries & Commerce, Govt of Kerala

P R E S E N T S

# YUVA BOOT CAMP 2021

[www.kied.info](http://www.kied.info)

STATE LEVEL PROGRAMME WHICH BRINGS 1400+ BUSINESS IDEAS AND PITCHING COMPETITION FOR THE EXISTING PROBLEMS FACING IN THE VARIOUS INDUSTRIES.





## **ABOUT KIED**

Kerala Institute for Entrepreneurship Development is an autonomous body under Department of Industries and Commerce, Government of Kerala. The institution aims to promote the spirit and culture of entrepreneurship among the youth of Kerala by giving them orientation in Entrepreneurship Development and training, in management and leadership.

## **WHAT IS YUVA BOOT CAMP**

Yuva is a programme to create awareness about entrepreneurship & start up process in collage students & youth. 2 day Boot Camp was at District Level.

Day 1 pitching session on business model canvas, followed by idea pitching on 2nd day. 30 teams was selected at District Level and was provided mentorship session/master class for 4 days. by report from across India



## PARTICIPANT PROFILE

✓ **PG / Degree / Diploma / ITI**

## PROGRAMME STRUCTURE

STAGES	SESSION	ONLINE & OFFLINE	
Stage 1	District Level Boot Camp	Offline	Complete
Satge 2	Business Mentorship	Online	Complete
Stage 3	Mentoring on Investor Pitch	Online	July 08
Stage 4	Mentoring & Mock Pitch	Offline	July 4 <sup>th</sup> Week
Stage 5	State Level Pitching	Offline	August 4 <sup>th</sup> Week





## 🎯 PROGRAMME STATUS

✓ **Stage one : District Level Programme**



**1318 Students PARTICIPATED AS 263 teams  
from 71 Institutions**

## 🎯 Details of the District Level Programme

DISTRICT	Ernakulam	Thrissur	Palakkad	Malappuram	Kozhikode	Kasargod	Kannur	Wayanad	Alappuzha	Pathanamthitta	Idukki	Kottayam	Kollam	Trivandrum
DATE	DEC 13	DEC 15	DEC 18	DEC 20	DEC 22	JAN 03	JAN 05	JAN 07	JAN 10	JAN 12	JAN 17	JAN 19	JAN 21	JAN 24
Participation (Teams)	102	109	112	103	77	97	103	102	127	91	100	70	65	75





## ✓ **Stage Two : Business Mentorship**

### Online Mentorship Provided by



**ARUNACHALAM  
MURUGANTHAM  
PADMASHREE**

PAD MAN OF INDIA  
CEO FOUNDER JAYA SHREE  
INDUSTRIES  
TOPIC : PAD MAN – INSPIRING  
STARTUP STORY AND HIS ADVISE



**VIKAS BAGARIA**  
FOUNDER PEESAFE

TOPIC : SALES



**HRISHIKESH**  
FOUNDER VAKIL SEARCH

TOPIC : LEAGAL & TAX



**ZAINAB KHAMIS**  
SENIOR STARTEGY AND  
PROGRAMS MANAGER  
BRINC

TOPIC : HOW TO CREATE A  
SIMPLE BUSINESS PLAN



**DHRUV NATH**  
DIRECTOR LEAD ANGLES

TOPIC : WHAT INVESTOR  
LOOKS BEFOR INVESTING



**SHOBANA PRAKASH**  
ANALYST AND INVESTMENT  
PROFESSIONAL 100X.VC

TOPIC : BASICS OF FUNDRAISING



**MURALI KRISHNAN**  
CHEIF BRANDING OFFIER  
WOW MOMOS

TOPIC : MARKETING & BRANDING  
TECHNIQUES



**FARISH**  
PROGRAM MANAGER  
GOOGLE FOR STARTUPS  
ACCELERATOR, INDIA  
TOPIC : CORPORATE CONNECT  
GOOGLE STARTUP  
ACCELERATOR



**SURESH**  
FOUNDER CEO, PEPUL

TOPIC : ART OF PITCHING



**GEN ROBOTICS**  
GEN ROBOTICS FOUNDING TEAM

TOPIC : INTERACTION WITH SUCCESSFUL ENTREPRENEURS

### ✓ **Stage Three : Mentoring on Investor Pitch**

#### **Online Workshop On Investor Pitch**

### ✓ **Stage Four : Mentoring & Mock Pitch**

1 day physical intensive workshop on mock pitch

### ✓ **Stage Five : State Level Pitching**

30 teams present the business model pitch &  
top ten teams will be selected.

Selected top ten teams and those selected  
by investors if any can pitch before investors.

**Top 10 Teams will get RS. 10,000/- as Cash  
award along with opportunities to pitch  
before Investors**







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KIED, Rockwell Road, HMT Colony PO, Kalamassery, Ernakulam 683 503, Kerala, India