

Department of Industries & Commerce Government of Kerala





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

PRESENTS

# YUVA BOOT CAMP 2021

www.kied.info

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



#### **OF ABOUT KIED**

Kerala Institute for Entrepreneurship Development is an autonomous body under Department of Industries and Commerce, Government of Kerala. The institutionaims 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 awarenes 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



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## **OPPORTICIPANT PROFILE**

KIED

Kerala Institute for Entrepreneurship Development

Department of Martins 4 Commerce Government of Kerals

**⊗** PG / Degree / Diploma / ITI

### **OPPROGRAMME 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



#### **OPPROGRAMME STATUS**

**⊗** Stage one : District Level Programme













# **©** Details of the District Level Programme

DISTRICT	Ernakulam	Thrissur	Palakkad	Malappuram	Kozhikode	Kasargod	Kannur	Wayanad	Alappuzha	Pathanamthitta	ldukki	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** 



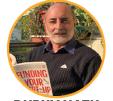
FOUNDER VAKIL SEARCH

**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



ANALYST AND INVESTMENT PROFESSIONAL 100X.VC

**TOPIC: BASICS OF FUNDRAISING** 



- **⊘** 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



**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** 

















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