



IIM Trichy conducts its inaugural E-Summit

IIM Trichy conducted the **inaugural E-Summit** on 13th November, 2016. The Summit was organized to demystify the start-up ecosystem and encourage students to start on their own entrepreneurial ventures. The event brought together various actors in the start-up space- budding and seasoned entrepreneurs, VC's (venture capitalists) and incubators to name a few. The event saw participation from over **150 students**. The event was organized by E-Cell (Entrepreneurship Cell) of IIM Trichy.

E-Summit'16 was **inaugurated by the Chief Guest, Mr. Sushant Nayak, CEO and Founder of Abbott Rooms**, in presence of **Dr. Prafulla Agnihotri, Director, IIM Trichy and Prof. V. Gopal, mentor of E-Cell and Dean Administration & Accounts**. In his welcome address, Dr. Agnihotri thanked all the guests for guiding the students. He also reminisced about his experiences and said that he holds people who leave everything to start on their own, in high regard.

In his keynote address, Mr. Nayak stressed on the need for action, once you have an idea. He said that one of the key factors to success is to get on ground and do the work that you expect to be done. It is also important not to have "mind blocks", which will bog you down and prevent you from doing what you want to do. Mr. Nayak offered to help IIM Trichy students in their entrepreneurial ventures by guiding them.

The Guest of Honour was Mr. **Shajan Ninan, CEO and Founder of Kaizen Tutorials Pvt. Ltd.** who also addressed the students. He exhorted them to follow their passions and said that the money will automatically follow. He said that it is important to have faith in your dreams and to be humble about the success that you will get as it is a collaborative effort.

This was followed by a panel discussion on "**Designing a Winning Business Model**". The panel consisted of Mr. Arumugam Muruganandam, MD and CSO of Assigenix Biosolutions Pvt. Ltd., Mr. Gaurav Agrawal, Founder of Pickmylaundry, Mr. Shajan Ninan, CEO and Founder of Kaizen Tutorials Pvt. Ltd and Ms. Aruna AP, Programme Manager of XLR8AP. The panel discussion focussed on how to design a viable business model and how various solutions can exist for the same problem. The panel also stressed on the need to focus on customer needs and how to use technology to do that. The customer base should be built one at a time to understand the ground realities and effectively address customer pain points.

Over 50 teams from all over the country participated in the B-Plan competition. Five shortlisted teams presented their business plans to an esteemed panel of judges. After a rigorous round of Q&A, Team Articleships from SIBM, Pune were declared as winners.

Mr. Krishnamurthy Vijayan, CEO and Founder of TNIFMC Ltd. ended the E-Summit with an enlightening talk on the financial side of business and what investors look for in a business pitch.