

## REPORT ON THE SOCIETY WORK FROM 2021-2022

The Incubation Centre, St. Stephen's, aims to foster the growth of startups in the college and to spread awareness and technical know-how with regards to the startup ecosystem to college members.

This year as well we have continued in our stride with numerous events throughout the year. With over 60+ First years involved in our activities so far and increasing support from the faculty, college administration and Alumni alike we are on path to be one of the top incubation centres of the country. Our work in the past academic year includes:

### 1. Startup Stephen's 22:

The biggest Entrepreneurship fest in the DU circuit which received 50000+ views as well as 900+ participants.

The fest had two main events:

**Pitching Competition:** The cynosure of the fest, where we invited budding entrepreneurs from all over the country to present their business ideas in front of an established judging panel. We shortlisted the top 150 teams based on Q&A and finally presented the top 10 to the judges. We worked with **Atal Incubation Centre – Niti Ayog.**

The screenshot shows a Zoom meeting in progress. The main screen displays a business plan for 'FORLE POWER SHOES'. The presenter is Priyansh Bachani. The business plan includes the following sections:

- Key Partners:** Suppliers of raw material for the shoes and the smart tech along with the transport facilities to enable the sales and other logistic partners.
- Key Activities:**
  - Manufacturing premium quality and durable smart power shoes.
  - Continuous improvement on the tech aspects and acting on customer feedbacks.
  - Research and Development.
  - Creation of brand value.
- Key Resources:**
  - SKB and Hitens for the smart energy generation process.
  - Skilled personnel to manage the production, operations, sales, marketing and finances.
  - High tech machines.
  - India's Recognition.
- Value Propositions:**
  - We aim to revolutionize and create a disruption in the footwear industry by integrating the smart energy generation and performance tracking features.
  - Forle Power shoes would be one of a kind power shoes that can get charged by the energy generated by human body pressure on the base of the shoes while walking.
  - These shoes can largely help to solve the problem of shortage of energy and excite us to save electricity.
- Customer Relationships:**
  - Real time customer support.
  - Ensuring the best quality.
  - Focus on customer satisfaction.
  - Considering customer feedbacks.
  - Continuous product improvement.
  - Value for every penny.
- Channels:** Forle Power Shoes would be available on the following channels in 3 phases:
  - Official Website
  - Collab with footwear stores
  - Exclusive Outlets
- Customer Segments:** Our target audience would primarily comprise of the armed forces, who remain away from their bases for longer durations without any power supply, and the groups that walk the most and consume the maximum energy (i.e. youth, fitness freaks, sports and hiking enthusiasts, etc).
- Cost Structure:** A bar chart showing costs for Machinery, R&D, Labor, Marketing, and Working Capital.
- Revenue Streams:** A single machinery in a block with an estimated life of 5 years can approximately produce 500 units of smart power shoes each year, each to be sold at a price of ₹60,000 with a profit margin of 40% on the sale. Taking some other relevant assumptions, a discounted cash flow analysis for the 5 years at 15% discount rate would yield a NPV of -₹5.85 lacs on an investment of ₹5.30 lacs on machinery.

The Zoom interface shows several participants in a grid view on the right, including Priyansh Bachani, Simone Singh, Dipti Pandon, Anvya Pali, The Incubation Centre S..., Hrishikesh Malhotra, Gagan Tomar, Sachin Yadav, and K S. The bottom status bar shows '9 otherivate Windows You Go to Settings to activate Windows.' and the meeting ID 'sju-cbpg-oza'.

2. **Case Competition (Innoviz):** This event received a whopping registration of 789 participants including the best business minds from B- schools across the country. We worked with **Credivatch** (Fintech Startup) for **internships** of the top 3 winners.

The screenshot shows a web browser displaying the unstop.com event page for 'Innoviz - The Entrepreneurship Case'. The page features a dark background with a cityscape image. Key information includes: 'STARTUP STEPHEN'S 2022', 'THE INCUBATION CENTRE ST. STEPHEN'S COLLEGE DELHI', 'DATE: 28TH FEBRUARY 2022', 'PLATFORM: GOOGLE MEET', and 'REGISTRATIONS: D2C & GOOGLE FORM'. A 'CONTACT US' box lists Tarun (+91-8610513171) and Anand (+91-7736749376). Below the main banner, there are filters for 'Registration Deadline' (21 Feb 22, 12:00 AM IST), 'Team Size' (1 - 3 Members), and 'Free Registration'. The event title 'Innoviz - The Entrepreneurship Case' is followed by the organizer 'St. Stephen's College (SSC), Delhi University (DU), Delhi' and 'Location: Online'. A statistics box shows '776 Registered' and '31,980 Views'. The event is marked as 'Registration Closed'. At the bottom, there are tags for '#Arts & Science', '#Business', '#Engineering', '#Others', '#Case Study', and '#Entrepreneurship', along with 'Start Date' (20 Feb 22, 12:00 AM IST), 'End Date' (28 Feb 22, 12:00 AM IST), 'Eligibility: Open to All', and 'Updated On: 23 Feb 22, 09:22 PM IST'.

### 3. Talks and Interactive Sessions:

We provide the opportunity to our students to share a discussion space with speakers and to understand the dynamics of a growing start-up, and thus enable us to take the right step in our journey to forge an interest and impact in the entrepreneurship sector and to help the upcoming young entrepreneurs. We have been able to host talks by Mr. Revanth Guthala (Yulu) and Mr. Siddhant Tawarawala (founder of Peeshute and Shark Tank India Success).

We have been holding regular discussion sessions with our first year members spreading the Entrepreneurship culture in college.



#### 4. Mentorship board

Formed a team of Expert mentors for Startup Ideas proposed by students comprising of Founders of Jeevan Sathi, Magic Pin and Urban Company ; Managing Directors of IDBI Bank and Meltwater India ; and Members of IMF, World Bank and Finance Ministry

#### 5. Alumni Lunch

The following list shows the alumni who expressed their interest to assist TIC in its future events and mentor selected students. These contacts were established as part of the **Alumni Lunch 2022** which happened on Campus.

1. Divya Pall - General Manager, Hines India
2. Dipti Tandon - Founder Jeevansathi.com & Magicbricks.com
3. Arjun Beri - Vice President, Wells Fargo
4. Rajesh Kumar - IRS Officer
5. Parminder Brar - Officer, World Bank
6. Rai Mahimapat Ray - IAS, Ministry of Finance. IMF
7. Rajat Kathuria - Professor of Economics Shiv Nadar University Noida
8. Rishabh Chopra - Lead Strategy, Path
9. Sameer Prakash - Chartered Accountant
10. Amandeep Chopra - Financial Advisor UTI

With the help of First Year volunteers we set up a stall and virtual pitch deck to showcase and promote the society and its activities. The Alumni Lunch 2022 was a great opportunity for the Council Members as well as the First Year TIC members to engage in fruitful discussions and share ideas with the esteemed alumni.



#### 6. Introduction: About the event- Startup Stephens'21

Start-up Stephens in collaboration with IQAC, St. Stephen's College was brought forward to provide a unique opportunity for students to put entrepreneurship principles into practice with an integrative learning experience. The focus was on disseminating the necessary knowledge to make inexperienced students become more self-sufficient in pitching a startup in the right direction and bring their idea to life.

#### 7. BOOTCAMP (5th April 2021- 9th April 2021) : Learning outcomes

Total Attendance : 83

5th April 2021(Day 1): Cracking the creativity code, Mr. Abhimanyu Bhardwaj -  
Manage a process to generate an unending stream of creative ideas - Lead a process of innovation and implement ideas through all phases from discovery to delivery. -  
Apply creativity to a wide range of strategic management issues. - Solve problems with a high degree of innovation, creative thinking and risk taking. - Use and apply proven structured methods for generating and implementing world-changing ideas known as 'Zoom in, Zoom out, Zoom in'.

#### 8. 7th April 2021(Day 2): Practical Session on Crypto and NFT, Ms. Sanya Nagpal

- Understand the technologies behind cryptocurrencies such as Blockchain, NFT.

- Innovating and solving more problems in the real world with blockchain technology. - NFT and the future of NFT.
- Working of Digital currency and creating your own cryptocurrency

**8. 8<sup>th</sup> April 2021(Day 3): Startup assessments, investments, and venture building, Mr. Nitin Nath**

- First the attitude will be finely focussed and tuned to the mindset concepts covered in session one that are likely to have the greatest impact on their business launch.
- They will become keenly aware of those aspects of their business that directly impact its ability to create and deliver value on day one and have action plans to address each aspect with their 'mind right' and their 'business'.
- Explore strategies and tactics to engage the market, communicate their message, and generate sales; and select those which give them the best opportunity to learn and establish foundation for growth.
- Finally the session will walk them through a final checklist of operational issues that will allow them to enter the capstone session and their business launch ready to go on day one.

**9. 9<sup>th</sup> April 2021(Day 4): Planning: Principles, Proposing, Proofing a Success Plan, Ms. Dipanwita Das**

- Complete a business model summarizing assumptions about what value they will offer to whom, and how they will make money.
- Systematically test and validate these assumptions within the constraints of their available resources,, and use these validated assumptions to generate financial projections that are based on actual resources and efforts expended.

**10. B-Pitch Competition (11th April 2021) : Learning outcomes**

Judged by: Mr. Tushar Saini, Neos Angels

- Transform ideas into real products, services and processes, by validating the idea, testing it, and turning it into a growing, profitable and sustainable business. - Identify the major steps and requirements in order to estimate the potential of an innovative idea as the basis of an innovative project.
- Reach creative solutions via an iteration of a virtually endless stream of world-changing ideas and strategies, integrating feedback, and learning from failures along the way.
- Apply the entrepreneurial tools in creating a business plan for a new innovative venture.
- Apply methods and strategies learned from interviews with startup entrepreneurs and innovators.
- Communicate and sell innovative ideas successfully.