

Startup Master Class – 2016

20th February 2016

Organized By:
IIT Kanpur Alumni Association Bangalore



Event Sponsorship Proposal



IIT Kanpur Alumni Association Bangalore Chapter

About Us

IITK Alumni Association, Bangalore is a 10 Year old organization with 2000+ members in Bangalore.

We recognize the importance and strength of our alumni network and have constantly been working to provide a platform to gather and share the knowledge that our alumnus have by very virtue of having pioneered or played a key role in building several large multi-billion enterprises at the cutting edge of technology.

With this event, we bring innovators and entrepreneurs who will provide deep insights on building a start-up from ground-up and navigating through the hurdles.





Startup Master Class – 2016

A MEGA EVENT ON ENTREPRENEURSHIP



1000+ Participants



40+ Delegates



800+ Entrepreneurs



250+ Startups



250+ Advisory Sessions

EVENT DETAILS



Expert Speaks

Learn from the masters of trade.

Early Stage, Growth, Scaling challenges and Strategy



Shark Tank

Pitch your idea to various VCs / Investors including Accel Partners, Helion Ventures, Matrix etc.



One-On-One

Face to face discussion with 8 Angels, VCs & CEOs. Pitch your idea and get mentored



Reverse Pitch

Pitch by the investor showing his interest area and his resources. Connect to the best investor of your business.



Workshops

Workshops on various nitty-gritties of starting and expanding a business and on some cutting edge technologies

DELEGATES*



Subrata Mitra

Partner, Accel Partner



Shanti Mohan

Founder, Lets Venture



Michael Jones

CEO, Science-Inc



Padmaja Ruparel

President , Indian Angel Network



Mukesh Bansal

Founder-Myntra



Ravi Gururaj

NASSCOM-Executive Council



B V Jagdeesh

Partner, KAAJ Venture



Rahul Chowdhri

Partner-Helion Venture



Dhiraj Rajaram

Founder, MuSigma



Abhishek Goyal

Founder-Tracxn

*Final speaker list depends on speaker availability during event day

Featured Startup

Startup who either participated for funding or mentoring session and become **successful**



From The Past Events

Venture Capitalist

Get **Funded**



EVENT EXPOSURE

The Startup Master Class – 3 event provides Sponsors with a variety of name, logo and brand promotion, both pre-event and on the day of event exposure including:

Pre-Event Marketing

- SMC Website – <http://www.startupmasterclass.in>
- Active social media campaign – Facebook, Twitter
- Promotional videos
- Press Release

Day-of-event

- Product booth (large/small) – showcase your product
- On-stage Backdrop / Logo for branding
- Short video slots (1–2 min) in-between the event
- Showcase your upcoming product/technology in a track
- Be a part of Media Coverage



SPONSORSHIP LEVELS

	Title Sponsor	Platinum Sponsor	Gold Sponsor	Partner
Exclusive Co-branding with IITK AA	✓			
Large Backdrop + 3 min promotional video	✓			
Backdrop + 1 min promotional video	✓	✓		
Speaking Opportunity at the Event	✓	✓		
Standees for Branding	✓	✓	✓	
Product Booth	✓	✓	✓	✓
Logo Display at the backdrop	✓	✓	✓	✓
Sponsorship Amount	INR 500,000	INR 200,000	INR 100,000	INR 50,000

For more details

Startup Master Class

February 20th 2016

For more information about the event and sponsorship opportunity, please Contact:

Pradeep Bhargava

pradeep@beyondblueadvisory.com

+91-9945777200

Umesh C. Joshi

umesh.joshi@erbauenlabs.com

+91-9886756968

