

# Startup Master

Class – 2016

27<sup>th</sup> February 2016

Organized By:

Alumni Association, IIT Kanpur  
Bangalore Chapter



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 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+ Speakers**



**650+ Entrepreneurs**



**400+ Startups**



**300+ 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-Mynta



**Ravi Gururaj**

NASSCOM-Executive Council



**B V Jagdeesh**

Partner, KAAJ Venture



**Rahul Chowdhri**

Partner-Helion Venture



**Dhiraj Rajaram**

Founder, MuSigma



**Abhishek Goyal**

Founder-Traxn

# 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

	<b>Title Sponsor</b>	<b>Platinum Sponsor</b>	<b>Gold Sponsor</b>	<b>Partner</b>
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

Stalls for Start-ups are offered at Rs 7500 for 6\* 6 ft stall

# For more details Startup Master Class February 27<sup>th</sup> 2016

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

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