

Ref. No.: AKTU/IH/2023/60

Date: 19 /08/2023

To,
The Directors, Incubation Center Coordinators, Managers, Affiliated to Dr. APJ Abdul Kalam Technical university, Lucknow

Subject: Invitation for the "Mangalmay-Start-Up Summit-2023," in partnership with Innovation Hub UP and Dr. APJ Abdul Kalam Technical University, Lucknow.

Dear Sir,

We are happy to announce about "Mangalmay-Start-Up Summit-2023," a one-day event hosted by Mangalmay Institute of Engineering & Technology in partnership with Innovation Hub UP and Dr. APJ Abdul Kalam Technical University, Lucknow.

This summit is a transformative opportunity for entrepreneurs, innovators, and industry experts to collaborate, learn, and inspire. With a focus on entrepreneurship, innovation, and technology, it aims to equip you with the knowledge, tools, and connections for success in today's competitive market.

Networking opportunities abound, bringing together entrepreneurs, investors, mentors, and like-minded individuals to foster collaborations and establish a strong support network. Whether you're a budding entrepreneur or a seasoned start-up owner, the "Mangalmay-Start-Up Summit-2023" promises to empower you to achieve your business aspirations.

You are kindly requested to assist in sharing this information with Faculty, Students, and Startup members. For a more comprehensive understanding, and registration please refer to the subsequent pages.



(Mahip Singh)

Head, Innovation Hub

Mangalmay –Startup Summit -2023 Guidelines

Name of the Event	Mangalmay- Start-Up Summit -2023.
Date of the Event	24 th August 2023
Date of Registration	Upto - 20 th August 2023
Date of Submission of Start-Up profiles	Upto - 20 th August 2023
Confirmation from participants about their participation	21 th August 2023
Declaration of Result	24 th August 2023
Conferment of Awards and Certificate	24 th August 2023

Introduction About “Mangalmay- Start-Up Summit - 2023”

Welcome to the one day “**Mangalmay- Start-Up Summit- 2023**”, hosted by **Mangalmay Institute of Engineering & Technology – Greater Noida (UP)** in association with **Innovation Hub UP, Dr. APJ Abdul Kalam Technical University, Lucknow**. This year's summit is set to be a game-changer for aspiring entrepreneurs, innovators, and industry experts from all section of the society.

The “Mangalmay- Start-Up Summit- 2023” is a platform designed to ignite creativity, initiate collaboration, and inspire the next generation of disruptors in the business world. With a focus on entrepreneurship, innovation, and technology, the summit aims to empower participants with the knowledge, tools, and connections needed to succeed in today's rapidly evolving market.

During this dynamic event, participants will have the opportunity to enlighten themselves from the experiences of renowned thought leaders and successful entrepreneurs. These visionaries will share their experiences, challenges, and strategies for building successful start-ups and attaining new heights.

The “MangalmayStart-Up Summit-2023” will also feature interactive panel discussions, where industry experts will delve into key topics such as market trends, investment strategies, marketing in the digital age, and harnessing emerging technologies. Participants can gain invaluable insights, ask questions, and engage in meaningful conversations with these experts.

“MangalmayStart-Up Summit -2023” will provide ample networking opportunities. Entrepreneurs, investors, mentors, and like-minded individuals will come together to forge valuable connections, explore potential collaborations, and build a strong support network.

Whether you're an aspiring entrepreneur with a brilliant idea or an established start-up looking to take your business to the next level, the “MangalmayStart-Up Summit – 2023” is the event to fulfill all aspirations of the energetic entrepreneurs.

Basic Rules and Regulations about Start-Up Summit 2023

1. Registration:

- A. All participants must register online through the official website of Mangalmai Institute of Engineering & Technology, on the link of “**Mangalmai Start-Up Summit – 2023**” at **www.mietengineering.org**
- B. The registration process will require basic information about the participant and their start-up.
- C. The registration deadline has to be followed and no late registrations will be accepted.
- D. Each participant must provide accurate and up-to-date information during registration.

2. Eligibility:

- A. The “Mangalmai Start-Up Summit – 2023” is open to all start-ups, entrepreneurs, and individuals interested in the start-up ecosystem.
- B. Participants must have a prototype, or an existing start-up venture to showcase.
- C. Students and faculty members of Mangalmai Group of Institutions are also eligible to participate.

3. Intellectual Property Rights:

- A. Participants must ensure that their prototypes, or products presented at the summit are their original work.
- B. Mangalmai Institute of Engineering & Technology and the organizing committee will not be held responsible for any intellectual property infringements.
- C. Participants should take necessary precautions to protect their intellectual property before showcasing it at the event.

4. Code of Conduct:

- A. All participants must adhere to a high standard of professionalism, respect, and ethical behavior.
- B. Any form of harassment, discrimination, or disruptive behavior will not be tolerated.

5. Presentation Guidelines:

- A. Each participant will be given 10-15 minutes time slot for their presentation.
- B. Presentations should be clear, concise, and engaging.
- C. Participants are encouraged to use visual aids, such as slides or product demos, to enhance their presentations.
- D. Strict adherence to the allotted time will be enforced to ensure fairness and efficiency.
- E. 05 minutes will be given to question answer session from the audience and judges.

6. Awards and Recognition:

- A. The “Mangalmay Start-Up Summit – 2023” will include awards and recognition for outstanding start-ups and individuals.
- B. The evaluation criteria and award categories is mentioned herein the brochure.
- C. The judging panel's decision will be final and binding.

7. Liability:

- A. Mangalmay Institute of Engineering & Technology and the organizing committee will not be held responsible for any loss, damage, or injury incurred during the summit.
- B. Participants are responsible for their personal belongings and should take necessary precautions

Judgement Parameters

Parameter	Description	Rating (1-5)
Innovation	Uniqueness and novelty of the startup's product/service or business model	
Market Potential & Presence	The size and growth potential of the target market	
Future Potential and targeted Markets	The ability of the startup to grow and expand its operations	
Professional Team Members Profiles	The experience, skills, and cohesion of the startup's founding team	
Execution Strategy – step by Step	The startup's ability to effectively implement its plans and strategies	
Financial Tie-Ups	The financial health and sustainability of the startup	
Competitive Advantage	The startup's ability to differentiate itself from competitors and gain a competitive edge	
Customer Perception	The level of customer interest, adoption, and feedback the startup has gained	
Social Impact	The potential positive impact the startup can have on society and its alignment with SDGs	
Presentation Skills and command on Communication	The clarity, persuasiveness, and overall quality of the startup's pitch presentation	

Note –Each judge will independently evaluate the performances of every team. Afterwards, the individual evaluations will be combined to create a consolidated score sheet, which will

determine the overall rankings for the 1st, 2nd, and 3rd best performances. The performances shall be evaluated as per under:

1st Rank - > 95%,

2nd Rank – 90% to 94%

3rd Rank- 85% to 89%

Awards & Certification

- A. All participants will get certificate of participation in the event,
- B. There will be three categories of the awards and Cash Prizes:
- C. You will get Sponsorship from renowned platforms.
- D. Best 10 teams will get the medals.

Screening Process

1. All participants must submit their start-up profiles by August 20th, 2023, along with the attached Registration form for their convenience.
2. Late entries received after the specified date will not be accepted.
3. The received start-up profiles will be thoroughly reviewed by our screening committee, and they will provide their comments.
4. Start-up profiles approved by the screening committee will be eligible for participation in the event. Participants will receive an email notification regarding their eligibility by August 21th, 2023, using the email provided in the Registration Form.
5. Even the telephonic communication shall also be held for the convenience to the successful participants.

Presentation Process

1. Only the selected start-ups will have the privilege to present their cases at the event.
2. Each presenter will be given a 10-15-minute time slot to present their case before the experts.
3. Following the start of each presentation, there will be a dedicated 05-minute period for a question-and-answer session.
4. The presentation can be given either jointly by the team or independently by individual members.



MANGALMAY
INSTITUTE OF ENGINEERING & TECHNOLOGY



STARTUP SUMMIT - 2023

ENTREPRENEURSHIP CELL

WELCOMES

“NEW AGE START UP”

AT MIET-2023 SUBMIT

ALONG WITH

MIET | START UP LANE | ACOMP WORLD | STUDY IQ

OPPORTUNITIES

SEED FUNDING | INDUSTRY MENTORSHIP | IDEA PATENT

ATTRACTIVE
CASH PRIZE



REGISTRATION

<https://forms.gle/qBf2LJTbiYaTF3K47>

GUIDELINES

<https://shorturl.at/esyP1>



Date: 24-08-2023

Time: 10:00 AM onwards

COME FORWARD AND JOIN WITH US

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