



**Web report of the “Startup summit 2018” organised by CIIE, RDIAS**

<b>Title</b>	Start Up Summit 2018
<b>Date</b>	Saturday. August 18th, 2018
<b>Resource Person/Facilitator</b>	<p>Mr. Sandeep Kochhar: CEO and founder Blew Minds</p> <p>Mr. Ambarish Gupta: CEO and founder, Knowlarity</p> <p>Mr. Gaurav Kachru: CEO &amp; Founder , 5 ideas</p> <p>Mr. Vijay Pratap Singh Aditya: CEO and Co-Founder Ek Gaon Technologies</p> <p>Mr. Varun Puri: Founder and CPO, InFeedo</p>
<b>Summary</b>	<p>The summit was an opportunity for young students and aspirants to connect with the best and brightest minds to explore how to fuel their business growth. Designed as a platform for innovators and entrepreneurs from across the world to meet and interact, the event will included a notable line of expert speakers addressing on a range of challenges and doubts related to entrepreneurship.</p> <p>The summit brought together the speakers that are the best breed of entrepreneurs, innovators, venture capitalists, business model creators, consultants, policy-makers, academicians, support groups, business coaches and business practitioners to present and discuss innovation and success under the aegis of entrepreneurship for Small and Medium Businesses as they recount their learning and experiences, share their insights and practices that have enriched their ventures.</p> <p><b><u>Key speakers of the summit</u></b></p> <ul style="list-style-type: none"> <li>• <b><u>Mr. Sandeep Kochhar:</u></b> MBA from IIM Bangalore, an Electronics &amp; Telecommunication Engineer with more than 18 years of Corporate Consulting experience. He is an insightful innovative powerful inspirational Speaker &amp; Storyteller. He loves using storytelling as an instrument to change &amp; transform. He has 30+ years of experience in poetry, storytelling &amp; creative writing. His authentic way of StoryTelling Leadership series have helped people make that big switch in their lives &amp;</li> </ul>

radically improve their way of thinking.

- **Mr. Ambarish Gupta**: CEO and founder, Knowlarity, he has global work experience in business strategy, marketing, technology and organizational effectiveness. He has developed Go-to-market strategies for Fortune 10 Technology and insurance companies of the world while working for McKinsey & Company in U.S. He served as a Researcher in the area of Artificial Intelligence and as a Systems developer in U.S. at Fraunhofer Institute for Computer Graphics, Germany. He holds a degree in Computer Science from Indian Institute of Technology, Kanpur in 2000 and an MBA from Carnegie Mellon University, USA in 2007. Trusted by over 15000+ businesses across 65+ countries, Knowlarity is the dominant cloud telephony company for emerging markets. The company was incorporated in August 2009 and has grown from scratch to a global venture of 500+ employees. Knowlarity is headquartered in Singapore; and has offices located in India, Turkey, Dubai and the Philippines. Knowlarity provides a suite of hosted products that makes business telephony reliable and intelligent. Its flagship products SuperReceptionist and Smart IVR can process over two million calls an hour.
- **Mr. Gaurav Kachru**: CEO & Founder , 5 ideas- a Growth Specialist, Strategist,& a Financial Wizard, Mr. Gaurav Kachru is an entrepreneurial business leader and an early stage investor. Gaurav has spent over 15 years building young businesses across sectors. Over the past three years, he has been focused on building businesses in the digital space and has helped build dealsandyou.com and fashionandyou.com. Gaurav was the CEO & Co-Founder of dealsandyou.com (india's second largest daily deals business) and oversaw the incubation of new businesses at the Smile Group. Over the past decade, he has been part of over 10 successful transactions and has helped raise over USD 70 Million dollars for businesses in the internet sector. Prior to this, Gaurav was an Asia Pacific Director for the Global Accounts Business for Manpower Inc. across 14 countries in AP and set up their Enterprise Sales Model in Asia driving over USD 200 Million of revenue. Currently he is the Managing Partner, at5ideas Startup Superfuel, an early stage venture capital firm whose portfolio includes Roposo.com, Kartrocket.com, Dataweave.com, Kraftly.com, Talkingthreads.in, BeUSalons.com among others.

Previously he has been the CEO, Today Retail, India Today Group and has also led businesses for Fortune100 companies like GE & Manpower Inc. He also co-founded & built dealsandyou.com & was a founding director at fashionandyou.com.

- **Mr. Vijay Pratap Singh Aditya**: CEO and Co-Founder Ek Gaon Technologies, Mr. Vijay Pratap Singh Aditya is a first generation technology entrepreneur and renowned rural markets, digital financial services & agriculture sector expert working on financial inclusion, supply chain and market access issues of rural communities. In last 20 years his work has focussed on rural India; enabling access to markets, agriculture value chain, financial and enterprise services for rural businesses, financial inclusion, farmer-producers and artisans. He is considered a technology pioneer, leading rural markets analyst, digital financial technologies, agriculture economy and food supply chain expert.

Having co-founded ekgaon 15 years back, he has built the company as a network-integrator providing real-time platform where service providers compete for the underserved consumer services markets. Ekgaon platforms ensure cost effective service delivery by using mobile phone apps to transmit verified and secured transaction information, traceability, impacting in cost savings as well as enhancing productivity across the farm value chain.

- **Mr. Varun Puri**: A. I. Expert, founder Partner and CPO, InFeedo, he is the youngest entrepreneur in India to have successfully helped enterprises adopt AI in HR to increase top talent retention, enhance employee experience & diagnose culture issues using Predictive People Analytics. He was 19, studying computer engineering, when he became fascinated by the startup world. Today he is 23 and is proud to be running a profitable B2B SaaS (Software as a Service) company named Infeedo, based out of Gurgaon.

InFeedo is a great private social platform for effective team collaboration. Helps connect people and identify top relevant issues/ideas for functional heads. Automated feedback and surveys with 'Analytics dashboard' also helps gauge the health of business and morale of people which aids decision making tremendously for business growth. The company has also been featured in The Vault Show (India's Shark Tank), Economic

Times, Times of India, Hindustan Times, Business Standard, Mint, YourStory, inc42, TechInAsia, VCCircle, BusinessWorld, Gurgaon Times etc.

### **Conclusion**

The summit saw some great dialogues from some the fine entrepreneurs. The event has strived to illustrate the relationship between knowledge, entrepreneurship and innovation on the one hand, and how that relates to growth on the other. Such activities initiate the thought process in students and entrepreneurial aspirants and enlighten them. Being a successful entrepreneur means more than starting new ventures every other day. It means the right attitude towards a business and the determination and grit to achieve success. A successful entrepreneur always has a strong sense of self confidence and a healthy opinion of their skills and abilities. Passion, Motivation, Not Afraid to Take Risks, Self-belief, Hard Work and Disciplined Dedication, Adaptable and Flexible, Product and Market Knowledge, Strong Money Management, Effective Planning (Not Over-Planning) Skills, The Right Connections, these are some important skills an entrepreneur must have. The summit was a success in covering and delivering all these important facts for establishing startup business.