

# NORTH EAST STARTUP CHALLENGE & FESTIVAL

## 2016-17

Promoting Sustainable Youth Entrepreneurship  
& Innovations in North East India

Start

Invest

Innovate

19<sup>th</sup>-20<sup>th</sup> JAN  
2017

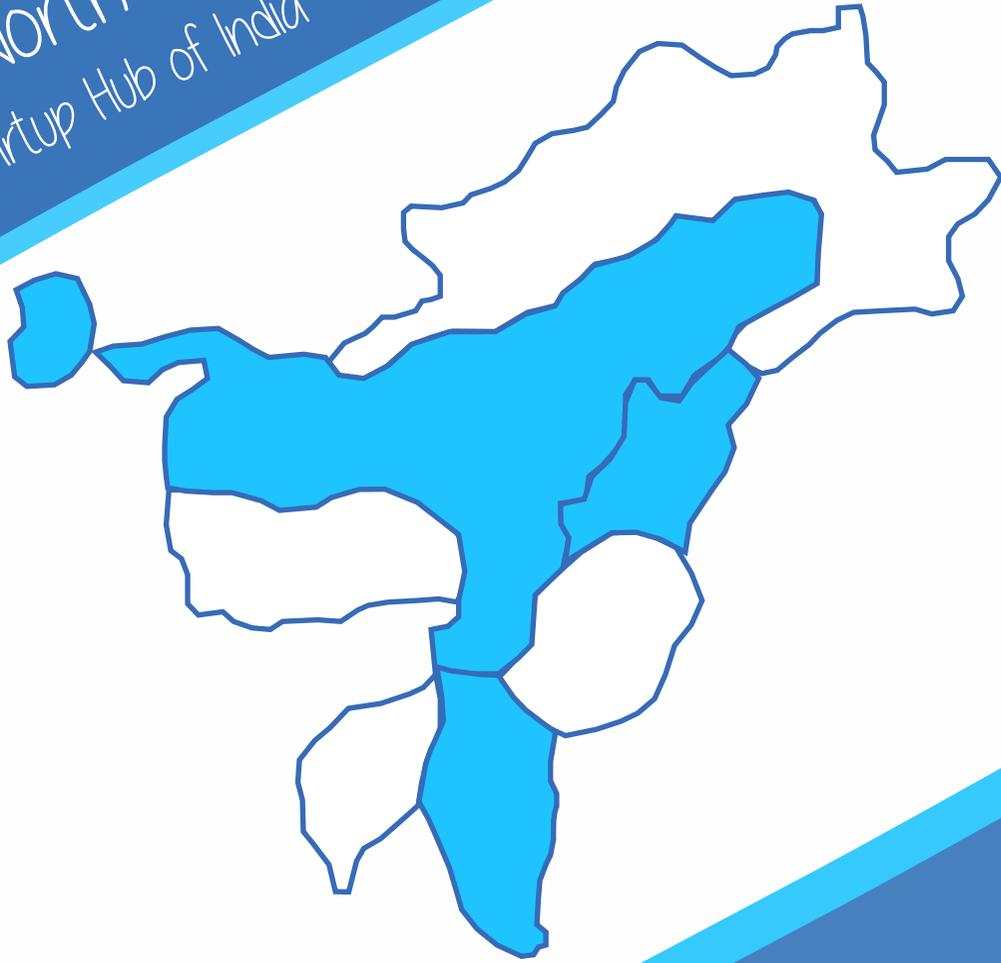
IIE Campus,  
Guwahati, Assam

[www.nestartups.in](http://www.nestartups.in)

Promoting Sustainable Youth Entrepreneurship & Innovations in North East

The UPSTART festival shall be a gathering of the North East India's best entrepreneurs, founders, investors, and mentors. It shall feature high quality pitching of nominated and selected startup businesses, recognising and felicitating the best Startups with UPSTART Award 2016, high level inauguration and closing, high content technical deliberations and discussions with key notes, and matchmaking between startups, investors, incubators, mentors and technologists.

# Emerging North East: The Next Startup Hub of India



# CATEGORIES



**100+**  
Startups

**25+**  
Speakers

**25+**  
Funders

**8**  
Neighborhood  
States

**10+**  
Events  
(Workshops & Sessions)

**10+**  
Startups  
launched

**25+**  
Artists

**25+**  
Start Up  
Partners

# UPRISE: THE PROGRAMME LAYOUT

## Start Up Fest Opening

During this event in the ancient kingdom of Kamrupa in Guwahati, will welcome national and international keynote-speakers and will facilitate match-making between investors and startup entrepreneurs from Assam and all over the North East Region at the Startup Garden.

## Lets Discuss!

Startups, investors, policy makers, experts, incubators, mentors, technologists will come together in various technical sessions to discuss & deliberate on key aspects of the Startup ecosystem and development - investment, fiscal and financial incentives, startup policy support, mentoring, incubation support, innovation, marketing, branding & technology integration.

## The Startup Future

Get inspired on themes as 'Create the Future' and 'Fund the Future' and join the festival inspiring event where corporates, startups, scale ups, investors, entrepreneurs and talents connect and interact.

## Startup & Dance!

Imagine 100 + startups, VCs, coders, corporates and students... dancing to the music of the best deejays! This will be the ultimate celebration of the results at the end of this Startup Festival.

## Pitch & Launch!

Startups will pitch their ideas in front of investors and funders and enter into collaboration.

## Upstart Award 2016

Select and recognise the best startup entrepreneurs for 2016, with cash prize & other incentives

## Startup Village

Demo booths for Startups to showcase their work, product or technology and pitch for funding to funders / investors

## Invest in Startups

Funders & Investors will meet startups and will get opportunity to invest in best ideas & startups on the spot!

## Prizes / Opportunities

Chosen from hundreds of applicants, selected startups take the stage to pitch. Startups gain the opportunity to pitch in front of investors and accelerator managing directors.

## **'Startup India, Standup India'**

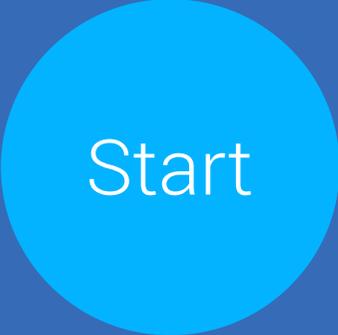
Open session with government officials with existing and new startups on the various policy and government provisions to support Startups in the region.

## **Policies & Promoting Startup in North East**

Open session and dialogue on policy framework in the States and for the region to promote viable startups led by youth innovations and energy.

## **Startup North East & Make in India**

Open session and dialogue with government officials on various provisions in promoting 'Make in India' through North East Startups



Start



Invest



Innovate

The Youth is the vibrant force in North East India. And with the region fast evolving hub of new technology, innovation and emerging social and business ventures, this provides unprecedented opportunity and scope for entrepreneurship and startups. A lot of new initiatives are being taken up to make North East India a vibrant entrepreneurial society from the socio-economic perspective. The latest offering is emergence of Startups as entrepreneurial ventures or new businesses in the form of a company or a temporary organisation inventing a business model which is scalable, replicable and sustainable, formed usually by partnership.

The 'Startup India, Standup India' plan announced by the Government, and provisions like two years of tax-free facility and three months' exit period; the special endowment in the form of a 'venture fund' as a special incentive under this scheme for new entrepreneurs, so as to relieve them from financial liabilities under the Ministry of DoNER; special venture fund provision in the North Eastern Council (NEC) policy programme, are testimony to the efforts towards a positive transformation in the startup environment in the region.

As the connectivity with the Northeast by air, rail and road improves and various initiatives of central government make headway including the 'Act East' Policy see more results with South East Asian countries, the North Eastern Region will emerge as an important industrial and business hub, not only for India but also for the other countries across the eastern border. This will not only boost employability and revenue in the region but also will attract youths from the other parts of the country to participate in the development of North Eastern States.

Therefore, in consonance with the national and international focus, a Startup Fest for North East is the need of the hour - to amalgamate ideas with creativity, brainstorm, dream different, develop action plans, groom up the startup aspirants and lead projects that have potential to become popular brands from the NE region. s

## OBJECTIVES

- To provide an umbrella platform to engage startup stakeholders under one single roof.
- To promote sustainable startups and entrepreneurship in the North East Region (NER) through viable entrepreneurial ventures and promote the Startup eco-system.

Promote the local and regional Startups throughout the country and abroad and popularize the products and services developed in the region in a broader scale.

Set up & Promote a regional startup platform in the 'North East Startup Network' as a knowledge and resource platform.

Recognise Startup entrepreneurs of the NE region for their pioneering leadership in the key sector areas of enterprise development.

Providing platform to facilitate a meeting ground for the creative minds to come together and infuse ideas with Startup innovations.

Create a Community of Startups and Entrepreneurs for the NE region that would relentlessly pursue the entrepreneurial dream of making it big.

Connect the Startup entrepreneurs from NE with the various stakeholders - Angel investors, Venture capitalists, Seed funders, Resource-based organisations, Corporates, Government Departments, Funding agencies, CSRs, Banks, NBFCs etc.

## OUTPUTS & OUTCOME

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- Connect to more than 50 Startups from the region and bring them under one platform.
- Enable at least 25 Startups to reach the final round and get connected with investors and funders.
- Identify, facilitate and recognize at least 12 best Startups with UPSTART Award 2016-17. Open pitching competition for business startups and cash prizes as motivation.
- Bring together more than 25 investors, venture capitalists, angel investors under one platform.
- Invite critical agencies like NEDFi, SIDBI and others and mainstream and bring into focus the various schemes especially the recently launched 'North East Venture Fund' hosted at NEDFi.
- Provide a Startup camping village space to showcase Startups ideas / innovations in an exhibition for around 50 Startups.
- Launch Of 'UPSTART NETWORK' as a networking body of young startups and stakeholders.
- Launch of 'UPSTART Incubation Cell'.
- Release of 'UPSTART 2016-17' Book covering at least 25 best Startups from the region.
- Launch of 'UPSTART' Startup web portal as knowledge repository and all-in-one pool of information about legal, financial, investment, policy related information for startups from the region.
- Six (6) UPSTART Startup State meet prior to the final event in Shillong, Kohima, Guwahati, Aizawl, Agartala and Gangtok during October – November, 2016.

## PROGRAMME HIGHLIGHTS

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- NEDFi '100 Crore' Special Venture Fund & Startup Engagement;
- YES BANK and SIDBI Venture Fund & Startup Engagement;
- India Angel Network (IAN) & Startup Engagement;
- Technical sessions for discussions on topics in various Fest Sessions including policy, investment, taxation and other issues.
- Inviting Startup Innovations as per identified categories through applications
- Startup Village - Pitching Innovations category-wise
- Expert opinions and review of contest
- Business Networking
- Publication and Release of "Successful Innovations of NE Startups - An Entrepreneurial journey beyond the North East" - The Event Book
- Start Up MELA of NE Enterprises
- NE Start Up Achievers' Award Evening
- Cultural Evening of North East

# WHO SHOULD BE JOINING?

## For Startups

- The programme content shall be carefully curated and ranged from inspiration lessons from seasoned entrepreneurs, to informative how-to sessions.
- It will offer incredible investment opportunities and prizes, from top accelerators, looking to fill their next cohorts, to top VCs, including Startup fest's group of angel investors.
- Startups will find demo space, looking to acquire new talent, connect with investors or different sectors of the industry- all in the Startup tent village

## For Investors

- As an investor, one will get the chance to meet burgeoning local and regional talent in all stages of growth, as well as network with fellow investors.
- Investors at Startup fest range from angels, banks, NBFCs to GP's, VCs and content geared specifically towards each of those groups will be introduced.

# When?

2 days culmination programme preceded by 1 day each state level Startup workshop in 7 state capitals

January 19-20, 2017, Guwahati

## ORGANISED BY



## CO-ORGANISER



Ministry Of Skill Development & Entrepreneurship, Govt. of India

## INSTITUTION PARTNER



Ministry of Youth Affairs & Sports, Govt. of India



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