



Startup
Odisha

STARTUP INDIA

#startupindia

Odisha YATRA



Department of Industrial Policy and Promotion
Ministry of Commerce and Industry
Government of India



The objective of the Startup Yatra- Odisha, organised under Startup India initiative is to provide a platform for budding entrepreneurs of Odisha to realize their Startup dream by getting incubated at excellent facilities and taking their idea to the next level.

OBJECTIVE

To promote the culture of entrepreneurship in Odisha and to enable budding entrepreneurs to complete the journey from idea to incubation. Startup India yatra- Odisha will be conducted in 10 cities (one boot camp in each city) across Odisha covering 50+ colleges, 6000+ students and local entrepreneurs.

OVERVIEW

TIMELINE

Date	Activity
28/12/2017	Applications Open
18/01/2018	Train the Trainer workshop
30/01/2018	Launch of Startup India Yatra-Odisha Edition
03/01/2018 – 27/02/2018	Boot camps in 10 locations
3 days	Acceleration Programme
1 day	Grand Finale

A. PRE-EVENT LAUNCH

The objective of the Startup Yatra- Odisha, organised under Startup India initiative is to provide a platform for budding entrepreneurs of Odisha to realize their

a. Train the Trainer

Startup dream by getting incubated at excellent facilities and taking their idea to the next level.

Venue: KIIT-TBI, KIIT University, Odisha

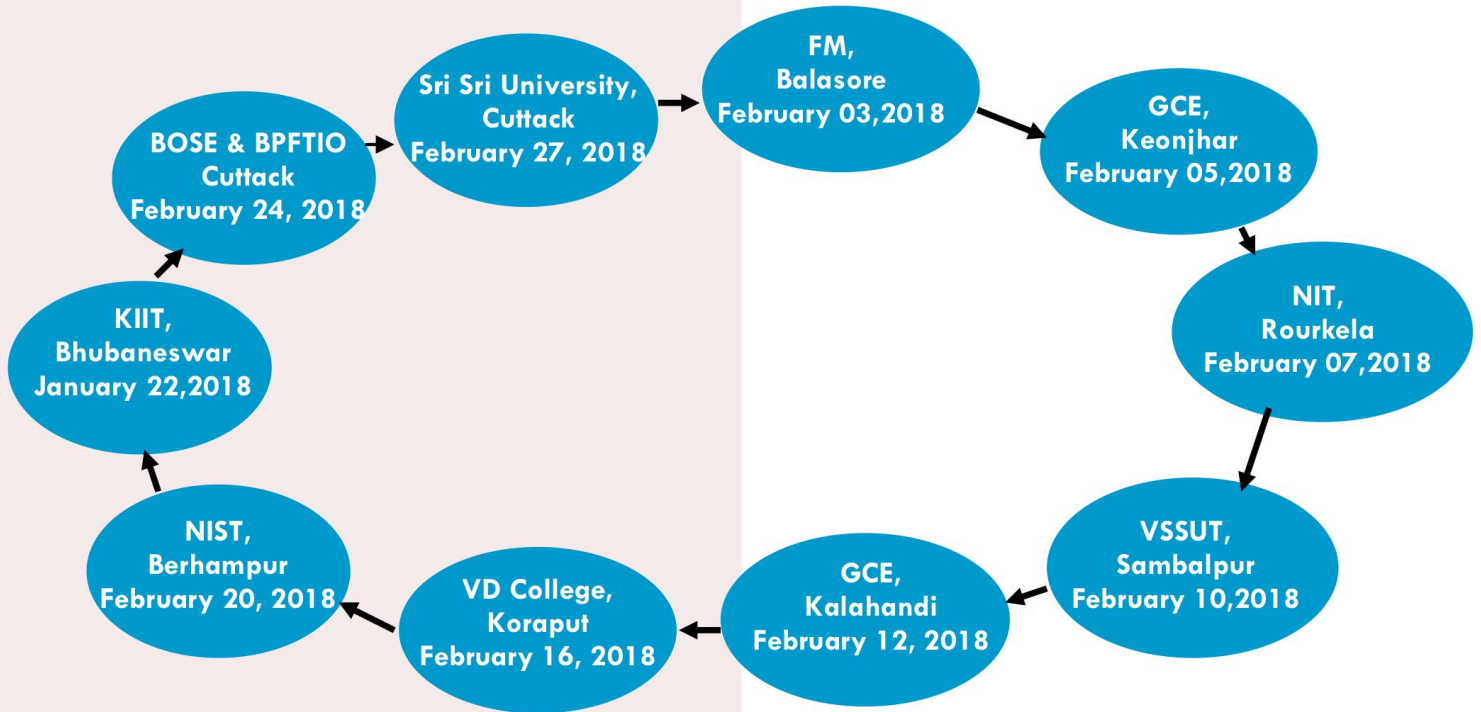
Date: 18/01/2018

9.30-10.00	Registration & Welcome Tea/Coffee
10:00 -10.30	Program Inauguration and Speeches by Dignitaries
10.30-11.30	Startup India Session
11.30-13.30	Achievement Motivation Training- What motivates you to succeed? (Method include Brainstorming games/behaviour simulation games/role plays)
13.30-14.30	Lunch
14.30-16.00	Strategic Model of a Business Incubator; (KIIT-TBI Case Study; Nurturing Startup-From Idea to Enterprises)
16.00-17.00	Uncovering hidden market opportunities (Start up Case study I & II)
17.00onwards	Networking Tea

Startup Yatra-Odisha will be launched aiming to reach out to the aspiring entrepreneurs and existing Startups within the State of Odisha. A vehicle branded as Startup India Yatra will be flagged off by the Hon'ble Chief Minister of Odisha.

b. Yatra Flag off

9.30-10.00	Arrival of Dignitaries
10:00 -10.30	Participants and Volunteers reporting
10.30 onwards	Flag off by Hon'ble Chief Minister with the following dignitaries: - Shri Subroto Bagchi, Chairman OSDB - Shri Aditya Prasad Padhi, Chief Secretary and Chief Development Commissioner - Shri L.N Gupta, Additional Chief Secretary, MSME Department



B. BOOT CAMPS & GRAND FINALE

I. Host Venues for Boot Camps

Date	City	Proposed Universities/Colleges
03/02/2018	Balasore	FM University
05/02/2018	Keonjhar	GCEK
07/02/2018	Rourkela	NIT
10/02/2018	Sambalpur	VSSUT
12/02/2018	Kalahandi	GCEK
16/02/2018	Koraput	VD College
20/02/2018	Berhampur	NIST
22/02/2018	Bhubaneswar	KIIT
24/02/2018	Cuttack	BOSE & BPFTIO
27/02/2018	Cuttack	Sri Sri University

Aiming to search the entrepreneurial talent and take them through a process of incubation enabling to build and strengthen Startup ecosystem in the State of Odisha. The Odisha edition is travelling to seven cities of odisha and will conclude at a grand finale to be hosted in Bhubaneswar.

II. Program Details

Potential Entrepreneurs	6000+
Districts	15
Destination	10
State	1
Yatra	1

The workshop will have knowledge-based and activity based components targeting to the start-ups and budding young entrepreneurs. There will also be a pitch round during the boot camp and ideas will be selected then and there itself.

PHASE 1. Preliminary workshops in the mentioned ten host Colleges/Universities.

Date: 03/02/2018 – 27/02/2018 ;
Venue: KIIT University Bhubaneswar, NIT Rourkela, VSSUT Sambalpur, FM University, GCEK Kalahandi, GCE Keonjhar, VD College Koraput, Sri Sri University, BOSE & BPFTI Cuttack, SSU Cuttack

9.30-10.00	Registration & Welcome Tea/Coffee
10:00 -10.15	Speech by the dignitaries
10.15-10.30	Startup India Session
10.30-10.45	Incubator Session
10.45-12.45	Knowledge based Ideation Workshop (I)
12.45-13.30	Lunch
13.30-15.30	Activity based Ideation Workshop (I)
15.30-18.30	Idea pitch Session

PHASE 2. Selection of Finalist by screening Committee

Date: Same day during Preliminary Workshop

The selection committee will be comprised of mentors from Startup India, Startup Odisha and KIIT-TBI. This committee will be responsible for screening the ideas selected from the preliminary workshops and selecting the best ideas amongst them for the Grand Finale.

The selected finalists will receive 3 days of intensive mentoring program from Startup India and KIIT-TBI. The programme will also be run by renowned faculty, entrepreneurs, mentors and leaders from region. By the end of the accelerator, start-up teams typically arrive at a “go” or “no go” decision and go on to create startups that can scale. Expected number of participants for Accelerator programme; 100+

PHASE 3. Grand Finale at Bhubaneswar

Expected number of participants offered with Incubation support: 50
 The finalists will get 5 minutes each to pitch their idea followed by 3 minutes of Q & A. Selected Startups in the Grand finale will be offered incubation opportunities by Incubators in Odisha.

Thematic Area of Mentoring	
3 Days Accelerator Program (Post Bootcamps - Date will decided later)	Product Building
	Market Building
	Company Building followed with idea pitch
1 Day (Post Accelerator Program)	Grand finale

*Eligible Startups/Individual Innovators will be awarded with Cash prize, Fellowship, Prototype grant to persue Entrepreneurship in the Grand Finale
 Around 50+ innovators will be offered incubation support.
 At the end of the program all the participants will get participation certificates.*

In collaboration with:

All the Incubators recognised by Startup Odisha and Government of India, HeadStart, TIE Bhubaneswar, Local successful entrepreneurs, STPI, Angel Network

Corporate Partners:



Academic Partners:

