



Since 1983

Dr. Vishwanath Karad

**MIT WORLD PEACE  
UNIVERSITY** | PUNE

TECHNOLOGY, RESEARCH, SOCIAL INNOVATION & PARTNERSHIPS

# मह इप्रल्लो

महाराष्ट्राची माती, उद्योजकतेच्या यशासाठी!



[www.ecellmitwpu.com](http://www.ecellmitwpu.com)



# VISION



To Connect  
Ideas, People, and Opportunities

# MISSION

- Establish MahaSummit as a transformative experience for entrepreneurs and students to connect and grow.
- Bring together startups, accelerators, incubators, investors, and students on one dynamic platform.
- Inspire students to adopt entrepreneurship as a mindset that will enhance any career they pursue.
- MahaSummit will be the foundation of an evolving entrepreneurship ecosystem



**Mentorship  
Opportunities**

**Cross Domain  
Collabroration**

01

02

03

04

05

**Diverse Startup  
Showcases**

**Government  
Collaborations**

**Practical Exposure**



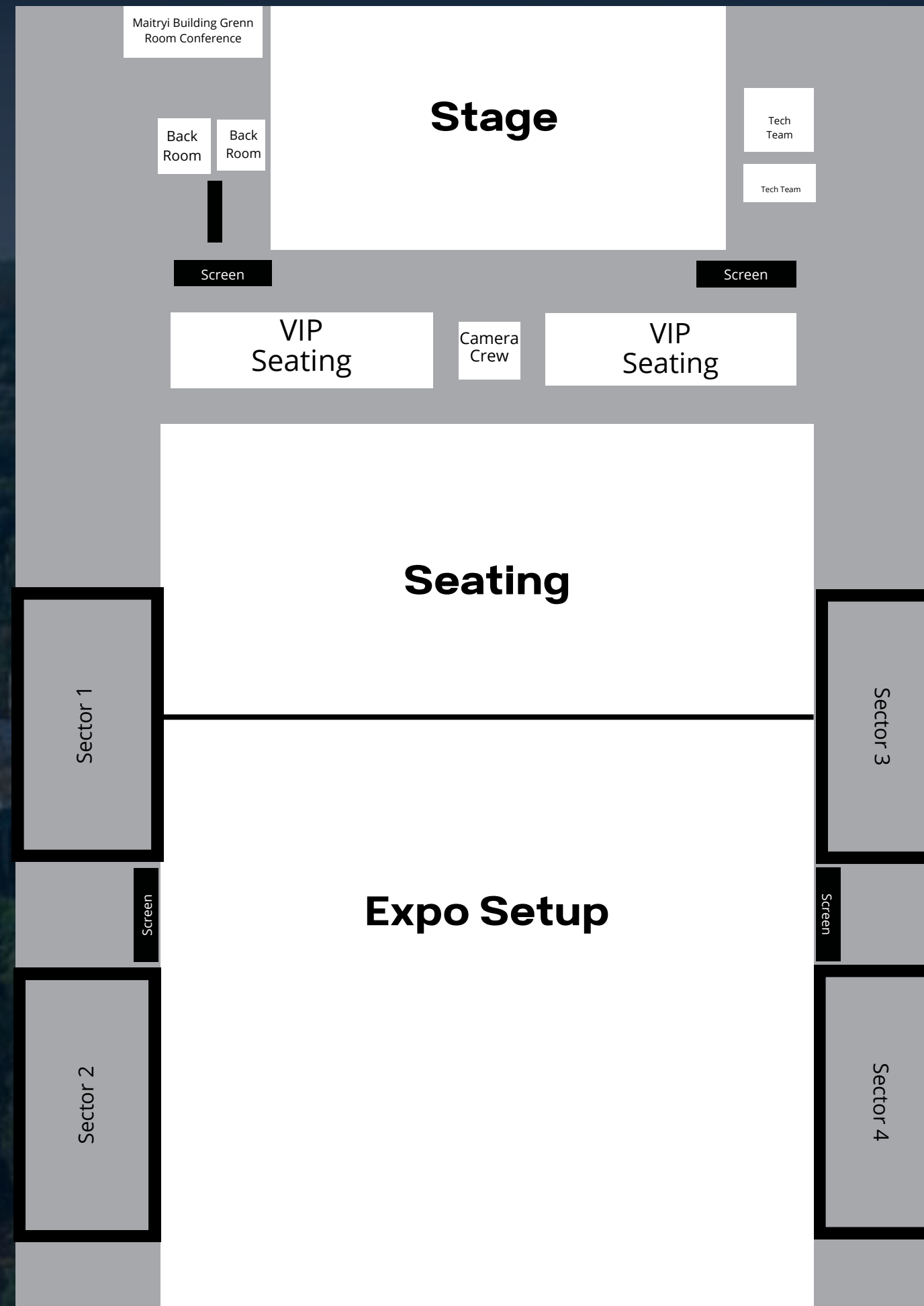
# OVERALL FLOW

MahasummitE-Cell MIT-WPU		
Overall Outline		
Session 1		
Start [in hrs]	Program	End [in hrs]
10:00 hrs	Key Note Speeches	11:00 hrs
11:00 hrs	Panel Dicussions	12:00 hrs
12:00 hrs	Lunch Break	13:00 hrs
Session 2		
13:00 hrs	Masterclasses	15:00 hrs
15:00 hrs	Break	16:00 hrs
Session 3		
16:00 hrs	Audience Engagement Activities	18:00 hrs
18:00 hrs	Expo Continues	19:00 hrs
Event Concludes		





# VENUE LAYOUT



# KEY **SPEAKER** SESSION

**1**

**Gain insights from keynotes by  
Leading Entrepreneurs**

**2**

**Learn strategies for building,  
scaling and sustaining startup  
success.**

**3**

**Panel Discussions on entrepreneurship  
as a mindset to explore growth  
strategies and funding.**

**4**

**Networking with Founders and Leaders  
to connect, learn, and grow your  
startup idea.**



# SPEAKER SESSION FORMAT

महाSummit 2025E-Cell MIT-WPU

## Overall Outline of Speaker Sessions

Day	Session	Time
Day 1	Keynote Address	10:00 AM – 11:00 AM
	Panel Discussion	11:00 AM – 12:00 PM
Day 2	Keynote Address	10:00 AM – 11:00 AM
	Panel Discussion	11:00 AM – 12:00 PM



e-cell  
MIT-WPU

महा इपल्लो

# BUDGET

## PROJECTED EXPENDITURE

### महाSummit 2025 E-Cell MIT-WPU

The proposed Expenses for MahaSummit 2025 are as follows

Sr.No	Particulars	Amount (₹)
1	Purchase	1,62,520
2	Marketing & Promotion	1,13,500
3	Venue Setup	10,30,000
4	Event Execution	7,31,340
TOTAL		20,37,360



# BUDGET

## INCOME CHANNELS

### महाSummit 2025 E-Cell MIT-WPU

#### Income Channels for MahaSummit 2025

Channel 1	Through Entrepreneurs	5,10,000
Channel 1	Through Attendees	3,99,000
Channel 1	Through Sponsorships	3,00,000
Total Projected Revenue Generation		12,09,900







# POTENTIAL KEY SPEAKERS



Upasana Taku

*MobiKwik*



Mukesh Bansal

*Cult Fit*



Anu Aga

*Thermax*



Dharmil Sheth

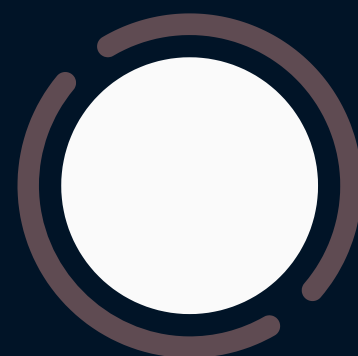
*PharmEasy*



Nikhil Kamath

*Zerodha*

# Masterclasses



Practical, Hands-On Approach focusing on real-world scenarios and actionable learning for tangible skill development.



Expert-Led Masterclasses to gain insights from successful entrepreneurs on key startup topics.



Interactive and Immersive Sessions on real-world scenarios, case studies, and actionable takeaways.



Exclusive Small-Group Learning limited to 50 students per session, ensuring one-to-one interaction with speakers.



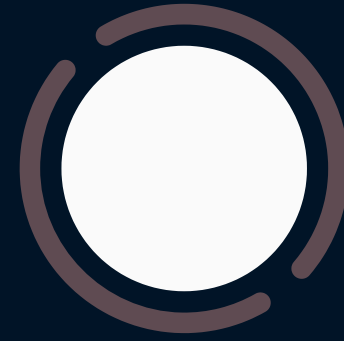
# MASTERCLASS **FORMAT**

Segment 1 For Students			Segment 2 For Entrepreneurs		
Date	Topic	Summary	Date	Topic	Summary
Day 1	From Problem to Market- Product fit	Siddharth Rajhans Mrs. S. Freeda Jeba Malar Mrs. P. Sooriabrabha	Day 1	Refining the Business Model & Building a Community Around Your Brand	Sangeet Paul Chaudary Maaz Aakash Gautam Simerjeet Singh Jillian Haslam
Day 2	Market Validation and Angel Access	Sourav Jain Avijit Arya Ananthanarayana n V	Day 2	Long term Planning and Exit Strategies	Ajeet Khurana Raghunandan G Sandeep Murthy

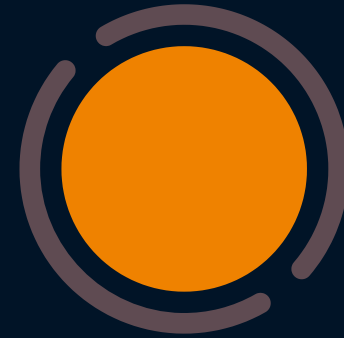




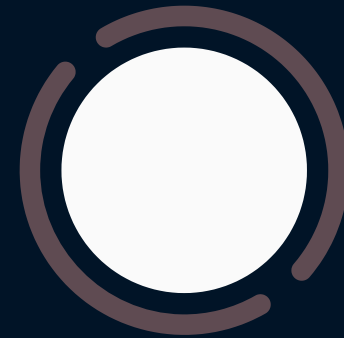
# CONFERENCES



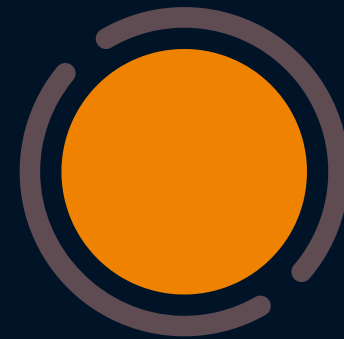
Unite students, startups, incubators, accelerators, VC's and E-Cell's on a single platform.



Discuss Startup Ecosystem Trends and addressing ongoing challenges and opportunities in the startup world.



Explore Collaborative Programs to highlight initiatives to support startups and empower student entrepreneurs.



Build a Robust Ecosystem to foster innovation and create a sustainable entrepreneurial network.

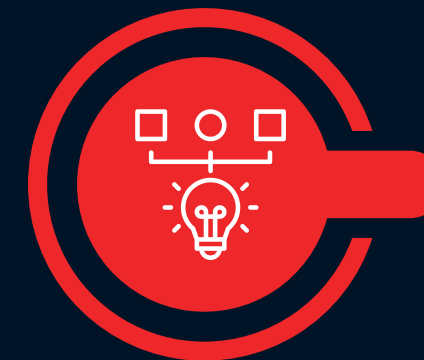


**e-cell**  
MIT-WPU

# OVERALL CONFERENCE OUTLINE

Date	Conference Type	Theme
Day 1	Accelerator & Incubator Convention	Redefining the Startup Growth Paradigm
Day 2	E-CELL Conclave	Campus Catalysts: Empowering the Next Generation of Entrepreneurs
	Entrepreneur Meetup	From Ideas to Unicorns: The Journey from Survival to Growth

महासुलसि



# INCUBATORS, ACCELERATORS & VC'S





# PROPOSED PRODUCT LAUNCHES



***EaseBuzz***



***Revoltt***



***NanoPatch***



***HydroDropMini***



***Smart Soil Sense***

# महाइपल्लो **GOVERNMENT COLLABORATIONS**



**Ministry of Youth  
Affairs and Sports**



**Ministry of Commerce and  
Industry**



**Mahaswayam  
Ministry of Skill Development,  
Employment and Entrepreneurship**

**Maharashtra State  
Innovation Society**



**TIE Mumbai**

**Garje Marathi**



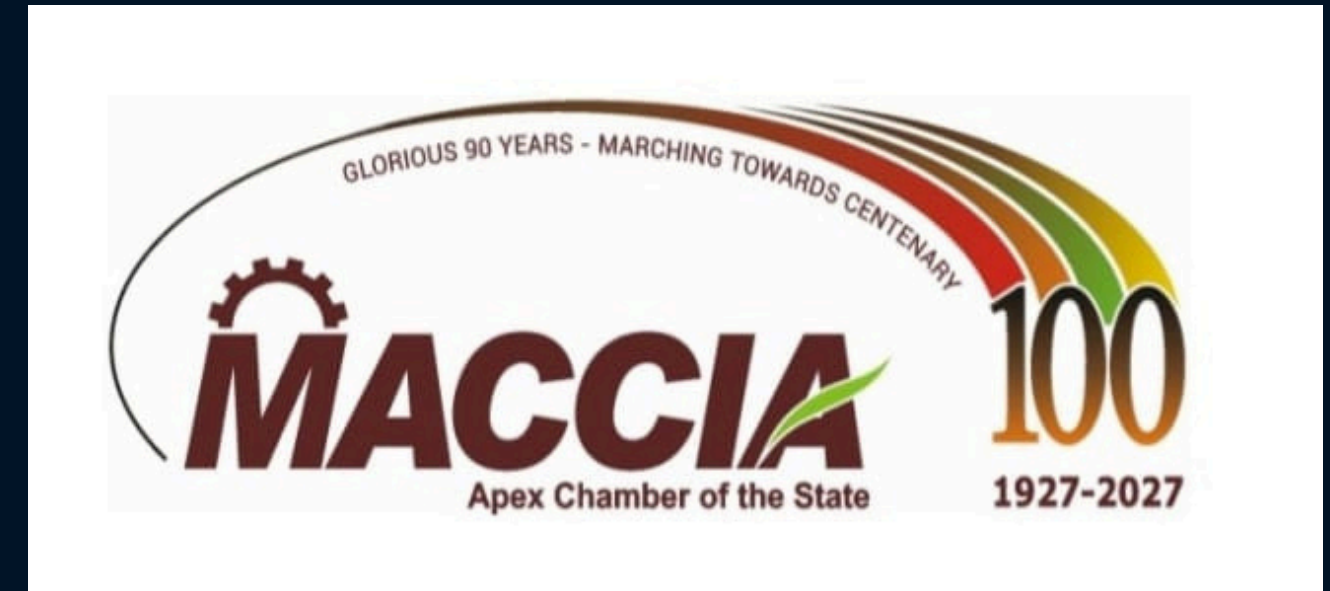
**nasscom**

**NASSCOM**





**ASSOCHAM**



***Maharashtra Chamber of Commerce,  
Industry and Agriculture***

## Entrepreneur Arena

Facilitates idea exchange and collaboration among startups to achieve the event's main purpose.

Offers startups a platform to showcase their products and innovations

Highlights cutting-edge innovations, adding value to Mahasummit.

Connects startups with investors, mentors, and industry experts.

Strengthens the entrepreneurial ecosystem and attracts investors.

Boosts brand recognition for small or student startups, attracting potential customers.

# ENTREPRENEUR DOMAINS

1

HEALTHCARE

4

B2B &  
MANUFACTURING

2

D2C

5

EDTECH

3

AI & SAAS

6

OTHERS



# ATTENDEE PACKAGES

1. Gold Pass	2. Platinum Pass
<p><b>Pricing:</b></p> <ul style="list-style-type: none"> <li>₹399 for 2 days</li> </ul> <p><b>Access &amp; Opportunities:</b></p> <ul style="list-style-type: none"> <li>Speaker Sessions with Exclusive Speakers</li> <li>Audience Engagement Activities</li> <li>Entrepreneurship Competitions &amp; Challenges</li> <li>Domain-Wise Mentorship Workshop Sessions</li> <li>Panel Discussions &amp; Networking</li> <li>Browsing through all Pavilions</li> </ul> <p><b>Exclusive Merchandise:</b></p> <ul style="list-style-type: none"> <li>T Shirt</li> <li>Certificate</li> <li>ID &amp; Badges</li> <li>Lanyard</li> </ul>	<p><b>Pricing:</b></p> <ul style="list-style-type: none"> <li>₹799 for 2 days</li> </ul> <p><b>Access &amp; Opportunities:</b></p> <ul style="list-style-type: none"> <li>Speaker Sessions with Exclusive Speakers</li> <li>Audience Engagement Activities</li> <li>Entrepreneurship Competitions &amp; Challenges</li> <li>Domain-Wise Mentorship Workshop Sessions</li> <li>Panel Discussions</li> <li>Internship &amp; Job Fair</li> <li>Networking Arena</li> <li>Exclusive Q&amp;A Sessions with Speakers</li> <li>Browsing through all Pavilions</li> </ul> <p><b>Exclusive Merchandise:</b></p> <ul style="list-style-type: none"> <li>Summit Diary</li> <li>Badge</li> <li>Pen</li> <li>Lanyard and certificate</li> <li>Maha Summit T-shirt</li> <li>Custom Bottle</li> </ul>



Package	Details	Total (2 Days)
Regular	Pod, Water Bottles, WiFi, Snacks (for 2 people), Connection to VCs, Incubators, and Accelerators, ID and Badges, Vouchers, Merchandise, Sample Products, Volunteers. Stay and Travel (Coupons)	5000

Sponsorship Tier	Price (₹)	Key Benefits
Gold	2,50,000	Silver benefits, Title Sponsor, Representative shares stage during inauguration, Premium stall with screen, Logo everywhere.
Silver	1,00,000	Bronze benefits, Business link on site, Logo on social media, Stall, Speaker slot
Bronze	50,000	Invitation mailer to 20,000, Logo on brochure, On campus digital display,



# OVERALL MARKETING PLAN



Activity	Details	Frequency	Target Audience	Platform/Method	Objective
Social Media Posts	Engaging posts with visuals, quotes	2 posts/week	Students, Startups	Instagram, LinkedIn	Increase awareness, registrations.
Class-to-Class Outreach	Ambassadors visit classes	3-4 departments /week	College Students	Offline, on-campus	Direct engagement, register.
Networking Sessions	Meetups with mentors, speakers	2 before the event	Students, Entrepreneurs	Instagram, Zoom	Connect with experts, add value.
Social Media Reels	Dynamic behind-the-scenes reels	2 reels/week	Students, Entrepreneurs	Instagram	Drive excitement, awareness.
Teaser Campaigns	Countdown, mystery posts	1-2 posts/week	General Audience	Instagram, LinkedIn	Build hype, anticipation.

# OUTCOMES

Enhances the university's role in promoting student entrepreneurship and gaining national recognition.

Positions MIT-WPU as a leader in developing Maharashtra's entrepreneurial culture.

Serves as an investment in startup culture and the broader entrepreneurial and business ecosystem.

Provides actionable insights via immersive workshops and masterclasses, connecting academia with industry and experienced businesses..



Looking Forward To

# महा इपलकोट



# EVENT LAYOUT

Location	Domains/Sessions	No. of Stalls/Sessions
Globe to Kaman (Both Sides)	Domain 1	30 stalls (15 per side)
Petroleum & Dnyaneshwar Lanes	Domain 2	30 stalls (15 per lane)
Kaman Left to VK Fountain	Domain 3	20 stalls
Dhruv Side (Left)	Domain 4	20-25 stalls
Maitreyi Side (Right)	Domain 5	20-25 stalls
Avanti & Vashisth Lawns	Domain 6	45 stalls
Vivekanandan Hall	Speaker Sessions	Both Days
Atri Lawn	Audience Engagement Activities	Competitions & Challenges



# POTENTIAL KEY SPEAKERS



**Kabeer Biswas**

*Dunzo*



**Harshil Mathur**

*RazorPay*



**Sudha Murty**

*Philanthropist*



**Pranav Goel**

*Porter*



**Sachin Bansal**

*Flipkart*

# SESSION LOCATIONS

Day	Conference	Location
Day 1	Accelerators & Incubators	Dnyaneshwar Hall
Day 2	Startup Conference	Dnyaneshwar Hall
	E-CELL Conference	Torna Hall, Chanakya Building
All Days	Competitions & Activities	Atri Lawn
Networking	Networking Arena	Atri Lawn



Looking Forward To

# महा इपलकोट