



centre for  
entrepreneurship  
development

**ANNA UNIVERSITY**

**Startify** 

**JUNE 14 & 15 2023**



CENTRE FOR ENTREPRENEURSHIP DEVELOPMENT  
ANNA UNIVERSITY

presents

THEMATIC IDEA COMPETITION

UNLEASH YOUR IMAGINATION AND  
SHAPE THE FUTURE WITH  
STARTUP IDEAS COME ALIVE

# DREAM AVATAR

THE WAY OF VISION

Key takeaways:

Bootcamp | Start-Up Registration | Investor Connect | Product video in CED youtube channel

Submit your entries !!

<https://bit.ly/DreamAvatar>

For details contact:

Ph : 044 2235 9289/9287

Email : [cedau.outreach@gmail.com](mailto:cedau.outreach@gmail.com)

Website : [www.auced.com](http://www.auced.com)

Registration Fee : Rs.100 /-



MAKERS LAB  
prototyping ideas



THE  
CATALYST  
Innovation Council





MAKERS LAB

GED.



CENTRE FOR ENTREPRENEURSHIP DEVELOPMENT  
ANNA UNIVERSITY



# INVITES COLLEGES FOR Industrial Visit



- E-cell engagement action plan
- Visit to Makers Lab & Anna Incubator
- Connect with Start-Ups
- Talk to Entrepreneur

SCAN ME



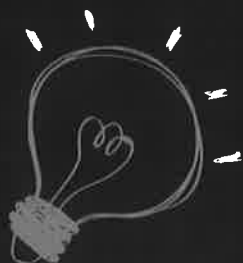
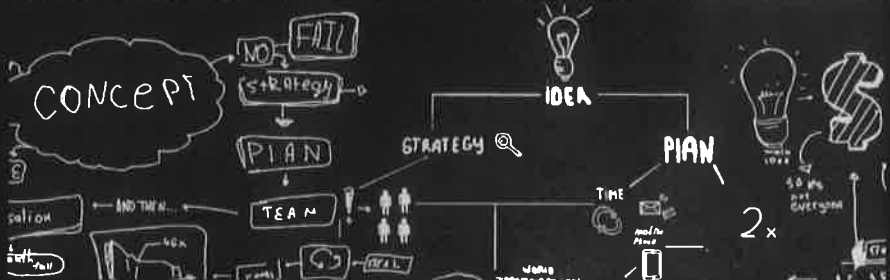
For details contact:

Ph : 044 2235 9289/9287

Email : ddced@annauniv.edu

Website : www.aced.com

<https://bit.ly/visitecd>



# MAKERS LAB

# re startUp



CEDi



## IDEATING

STEP 01

Think what you want to solve about

STEP 02

## PROTOTYPING

Create a rough outline of your solution using basic research



## REVISING

Improve the Prototype with Market Analysis & Advanced Research

STEP 03

STEP 04

## EVALUATING

Check for any evaluation standards / test certifications



## PITCHING

Launch the StartUp & Share the Idea with the world

STEP 05



To motivate the E-cells of Colleges & keep up the fire, CED AU announces the **ROLLING TROPHY** for best performing E-cells throughout the year. Activities to be assessed for June to May & Trophy to be announced in Startify 2024.

9:30 AM  
10:20 AM

Inauguration

JUN 14  
01

10:25 AM  
11:00 AM

Collaboration  
Strategies for HEIs  
with StartUP  
EcoSystem

JUN 14  
02

11:15 AM  
12:00 NN

Micro-  
management of  
TN Student  
StartUps

JUN 14  
03



12:05 PM  
12:45 PM

Digital Public  
Infrastructure  
Highway for HEIs

JUN 14  
04

2:00 PM  
2:40 PM

MSME Enabling  
& Prevailing  
Schemes

JUN 14  
05

2:45 PM  
3:00 PM

Emotional Wellness &  
Mental health for  
StartUps

JUN 14  
06

June 14th 2023 Wednesday

*Dr. R. Velraj, Vice Chancellor, AU*  
*Dr. G. Ravikumar, Registrar (i/c), AU*  
*Shri. Sivarajah Ramanathan, CEO, StartUpTN*  
*Shri. Debashish Mishra, General Manager, SBI*  
*Dr. Anbu Rathinavel, Head & Co-founder, School of Design Thinking*  
*Dr. G.S. Mahalakshmi, Director (i/c), CED, AU*

*Dr. G. Ravikumar, Registrar (i/c), AU*  
*Smt. J. Innocent Divya I.A.S., MD, TNSDC*  
*Shri. Sivarajah Ramanathan, CEO, StartUpTN*  
*Shri. Sai Prakash Leo Muthu, CEO, Sairam Institutions*  
*Dr. Madan A. Sendhil, Chairman, Rathinam Group of Institutions*  
*Dr. Anbu Rathinavel, Head & Co-founder, SoDT (Moderator)*

*Dr. G. Ravikumar, Registrar (i/c), AU*  
*Dr. T.G. Vinay, I.A.S., DOTE Commissioner*  
*Smt. Lakshmi Meera, VP & CJO, FORGE Innovation*  
*Dr. Rene Robin, Dean (Innovation), Sairam Group of Institutions (Moderator)*

---

**JUN 14, 2023** **StartUp**  
**3.05 PM** **Opportunities in**  
**4.00 PM** **Film Industry**

**Shri. Arulmoorthy, Founder, Da Vinci Media College & MD, Digital Magic Visuals (I) Ltd.**  
**Shri. Susi Ganeshan, Film Director & Producer**  
**Smt. Ishrat Akhter, CEO, Kinosphere.in**  
**Kum. Soundarya Bala Nandakumar, Singer & Actress**  
**Smt. Dheepthi Kapil, Actress & Anchor**  
**Dr. G.S. Mahalakshmi, Director (i/c), CED, Anna University**

---

*Mr. Karthikeyan Arumugham, MD, DIGIT*

*Shri. N. Elangovan, Regional Joint Director, MSME*  
*Smt. N. Dharani, Assistant Director, Office of RJD, MSME*

*Mr. Vish Vishwanathan, CEO, Anikode Management Consulting*



**Shri. J. Kumaragurubaran I.A.S.**  
**Secretary, Dept. of IT**



**Shri. V. Arun Roy I.A.S.**  
**Secretary MSME**



**Shri. Susi Ganeshan**  
**Film Director & Producer**



**Dr. T.G. Vinay, I.A.S.**  
**DOTe Commissioner**



**Smt. Dheepthi Kapli, Actress & Anchor** **Kum.**

  
**Startify**  
**JUNE 14 & 15 2023**



**Smt. J. Innocent Divya I.A.S.  
MD, TNSDC**



**Smt. L.G. Laxmi Priya, IAS  
Secretary, TN ADTW**



**Dr. Anbu Rathinavel, Head & Co-Founder,  
School of Design Thinking**



**Indarya Bala Nandakumar, Singer & Actress**



**Startify**

**JUNE 14 & 15 2023**

**JUN 15,  
2023**

*Smt. L.G. Laxmi Priya, IAS, Secretary, TN ADTW  
Smt. Karpagam Mayavan, Lawyer (Moderator)  
Selvi Rekha, CEO – Twisty Tails  
Smt. Mageswari, Secretary, SFRAWD*

*Dr. K. Senthilkumar, Director, Centre for Aerospace Research,  
Madras Institute of Technology (Campus), AU*

*Shri. J. Kumaragurubaran I.A.S., Secretary, Dept. of IT  
Shri. Arun Prakash, Co-Founder, GUN  
Mr. Deepak Subramaniam, Co-Founder, Emo-Net  
Dr.G.S. Mahalakshmi, Director i/c, CED AU*



**JUNE 14 & 15 2023**

*Mr. Arvind Subramaniam, Associate VP, StartUpTN  
Chennai Hub*

*Mr. Balu Ranganathan, Co-Founder, CANBRS Therapeutics  
Dr. Francis Sommerwell, COO, Strategy, NiDrive  
Mr. Vivek Kumar- Co Founder & Director, Kaizen secure voiz  
Pvt. Ltd.  
Shri. Vijay Anand, CEO, iTNT Hub (Moderator)*

*Dr. G. Ravikumar, Registrar i/c, AU  
Shri. V. Arun Roy I.A.S., Secretary MSME  
Dr. Anbu Rathinavel, Head & Co-Founder, School of Design  
Thinking  
Dr.G.S. Mahalakshmi, Director i/c, CED AU  
Mr. Gopinath, SB) StartUp Branch*

# June 15th 2023 Thursday

JUN 15  
01

Recipe of Social &  
Inclusive  
Entrepreneurship

9:30 AM  
10:20 AM

JUN 15  
02

DRONE  
EcoSystem -  
Challenges &  
Opportunities

10.25 AM  
11.00 AM

JUN 15  
03

Transforming  
with AI &  
chatGPT

11.05 AM  
12.00 NN

ed  
anna University

Startify

JUN 14 & 15 2023

ANNA UNIVERSITY CHENNAI

JUN 15  
04

DPIIT  
Certification  
for StartUps

12.05 PM  
12.40 PM

JUN 15  
05

Challenges with  
Industry Innovation  
& Future  
Technologies

1.45 PM  
3.00 PM

JUN 15  
06

Concluding  
Remarks & Open  
Recommendations

3.05 PM  
4.00 PM



RS. 1,00,000  
RS. 50,000  
RS. 25,000



## JURIES

*Shri. Nizam, Founder, Where is my Train APP*

*Dr. Francis Sommerwell, COO, Strategy, NiDrive*

*Shri. Vinod Reddy, Advocate & Ex. General Manager, TIMES Group*

*Shri. R. Sureshkumar, PSG-STEP Incubator*

*Dr. Meenakshi Sundaram, Chairman, EDIC, AU*



**Where Innovation  
Comes to Life:  
The Makers Lab  
Empowering Creativity  
through Prototyping**



# CENTRE FOR ENTREPRENEURSHIP DEVELOPMENT ANNA UNIVERSITY

## FDP ON ENTREPRENEURSHIP & INNOVATION MANAGEMENT

Day 1



IDEATION  
& PROBLEM SOLVING

Day 2



INNOVATION STRATEGY  
& PRODUCT MARKET FIT

Day 3



PROTOTYPING, BRANDING &  
SOCIAL ENTREPRENEURSHIP

Day 4



FINANCIAL PLANNING &  
BUSINESS MODEL CANVAS

Day 5



IPR, DIGITAL MARKETING  
& PITCHING

Day 6



VISIT TO PRESTIGIOUS INCUBATORS  
& INDUSTRIES

Day 7



FUNDING OPPORTUNITIES, E-CELL ENGAGEMENT  
INITIATIVES & CAMPUS COMPANY



MAKERS LAB  
*prototyping ideas*



THE CATALYST  
*Leading Your Dream*



INSTITUTION'S  
INNOVATION  
COUNCIL

OUR SPONSORS



SCHOOL OF \_\_\_\_\_<sup>®</sup>  
**DESIGN THINKING**

ECOSYSTEM PARTNERS



[cedau.outreach@gmail.com](mailto:cedau.outreach@gmail.com)

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

044 22359289 / 9287

Centre for Entrepreneurship Development  
Platinum Jubilee Building, ACTech Campus, Anna University, Chennai - 25

