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SOMAIYA VIDYAVIHAR UNIVERSITY

STARTUP SCHOOL INDIA

Hands-on course to build products/services & understand the startup ecosystem

6 Month Diploma in Entrepreneurship

SOMAIYA VIDYAVIHAR UNIVERSITY

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riidl.org/startupschoolindia
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Riidl is launching the second edition of 6-month Startup School India Diploma program

Startup school India program will empower aspiring entrepreneurs with knowledge and hands on skills to build their prototypes based on Design Thinking methodology. The program will be facilitated by Startup School Gurus who are entrepreneurs & industry experts; who will help the participants understand markets & develop the strategy to build a sustainable business.

The unique proposition of this course is not only the sessions conducted by these gurus but also access to rapid prototyping, manufacturing facilities and in-house labs (Biology, AR VR, FABLAB). Top startups can get a chance to travel for International Immersion program to learn the business ecosystem. Participants of this course will also get access to several grants and funds to accelerate their growth.

Participants on successful and evaluation will receive a Diploma in Entrepreneurship from Somaiya Vidyavihar University.

About riidl:

Over the last three years riidl has facilitated over 80+ startups and raised over $3million+ in total investments. Our startups and teams have won awards like Coolest Technology at CES Las Vegas, Innovation Award by Fab foundation, Innovation Jockey Accenture and many more. riidl has created over 400+ full time job opportunities in total and 300+ internships.

Startup School India Success Stories

Our Previous two editions have culminated in multiple new startups, innovation centres and enriching experiences including an immersion trip to China for the top 2 students from First Batch.

Batch of 2018-2019

1. Drone School India aims to create an exposure and impart knowledge about drones. Identifying the new rising drone industry they educate the society about drones and deploy them to provide aerial solutions. Recently they have collaborated with 2 schools for Aerial Robotic Courses while conducting over 20 Drone workshops and bootcamps across Mumbai training 250+ students. Additionally, they have done more than 20 Industrial Drone shoots and most recently have become a part of National Drone Rapid Response force to assist Mumbai Police in Crowd Management in the outbreak of Pandemic COVID-19.

"SSI has helped us in laying the foundational blocks of our startup. We learnt & practiced the 5 steps of Design Thinking which are Empathsize Define, Ideate, Prototype and Test during the diploma, Our Gurus, mentors and fellow students have helped us validate & improve on our idea at every stage. SSI is the stepping stone to our journey of entrepreneurship."

2. Smart Fabric is such a product that it changes colour using an app. Over the last one year, Founders have invested ₹65,000 of their own and are further developing the product.

"Before joining Startup School India, I was very confused as to what to develop & how to choose the right buisness partner.
I developed a fabric that changes color & has a long way to go since it's a very new concept & difficult to manufacture. Taking customer feedback and improvising the innovation from time to time is what I've most importantly learnt from Startup School India."

3. LaceBits is a non=magnetic easy to unlock shoelace solution product. After going into prototyping & manufacturing stage last year, LaceBits then launched a Kickstarter campaign. They also raised Angel Investment through Riidl and a CSR Grant of 4.5 Lakh for their product.

"My friend & I came up with this unique idea of LaceBits a year before I joined SSI. But due to lack of knowledge as to how one must convert an idea in to commercial product we delayed it. SSI helped us to figure out things & restart the initiative to manufacture the product after getting a positive feedback from costumers. SSI taught us what the framework of a startup looks like and hence it can be applied to any given product."

Startup School India Success Stories

Batch of 2019-2020

1. CoVibe

CoVibe gives you the flexibility of working at any café or restaurant of your own choice in Mumbai. Their objective is to build a community in and around cafes & make them vibrant social hubds.

"SSI helped us in transforming our idea into an actual business. We met so many mentors who helped us in not only shaping our idea but also guided us at each step and through every obstacle. SSI isn't just another course. It is not theoretical and nothing that we learnt in these 6 months was redundant. We had so many activities plus a startup that we started building alongside, so everything that we learnt was immediately put to use. The sequence of our entire curriculum - from design thinking to IT, was designed in such a way that every aspect of business was well taught and covered in perfect chronology."

2. Pureplus Alkaline Water

Pureplus Alkaline Water is a product that helps to alter the pH level of water to provide you with Alkaline Drinking Water having numerous health benefits.

"Startup School India provided me with various skills and knowledge to come up with business ideas and shape them to make them successful. It helped me to make my pre existing venture more organised.SSI gave me a very vast learning experience about start-ups, ranging from Design Thinking & Branding to Financial Modelling. We got insights and practical experience of industries like food, games, consultancies, social innovations, fashion, manufacturing, etc."

3. Petmegood

Petmeegood designs and delivers boxes for pets consisting of products like toys, treats, cookies, biscuits, pet food, health care products, etc. through monthly subscription service.

In SSI, we worked on almost 9-10 ideas. But none of the idea reached the execution stage. We just ideated on every idea & we would reach to a conclusion that it won't work. It was almost February when we realised that SSI is going to end & none of the idea is working, so let's give it a shot to a Pet Idea which I (Ronak) had in my mind from the "very first" day of SSI. We decided to not think & just do. We just started with an Instagram page @petmeegood for Petlovers. We learned in SSI that no idea is going to work until unless you actually work on it.

When I first thought of SSI, I felt it's going to be some course with business knowledge with. On the first day of SSI I realised it's not going to be a regular school or course. I got a very positive vibe on the very first day. Best part is Hetal Ma'am & Varun were always there for us, for which we're very grateful. They always supported us for all the 9-10 ideas that we worked on. Hetal Ma'am connected us from mentors, helped us to do research to shape the ideas. I've learnt so many practical things from SSI. If someone is thinking to start a business & wants guidence SSI is the place. Also throughout the 6 months course we subconsciously gained so much knowledge & improved our personalities as well. Team petmeegood is very grateful for all the things.

4. Laser Innovation Technologies

Laser Innovation Technologies mass manufacture Innovative products using Laser Cutting technology. They are currently into making innovative lamps for every occasion,

"Startup School India helped me understand how to take any idea to a well designed product and how to make it a brand."

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STARTUP SCHOOL INDIA

KEY OFFERINGS

#1
Workshop by Gurus

#2
Prototype Development

#3
Personalized Mentoring

#4
Opportunity to travel for immersion trip

#5
Pitch for seed fund

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#1 STARTUP SCHOOL INDIA

WORKSHOP BY GURUS

Design Thinking
Amit Kundal
ISDI

Opportunity Evaluation
Nilesh Lele
Exelon Foodbio Advisor Pvt. Ltd,

Finance
Suhani Mohan
Saral Designs

Business Model & Plan
Gaurang Shetty
riidl

Operations
Shreerang Godbole
OYO Rooms

Supply Chain & Logistics
Neelesh Mundra
McKinsey & Co.

Organisation Building
Kunal Mundra
CEAT Speciality Tyres

Growth Hacking
Dharmil Sheth
Pharmeasy

Manufacturing
Prakash Patel
Bhumi World

Creativity & Brand Creation
Tapan Mody
Yes yes, why not?

Marketing
Deep Mehta
Digichefs

Valuation & Investment
Eshank Shah
Banshi Jain & Associates

Access to interns

riidl ecosysytem support

#1

WORKSHOP BY GURUS

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Amit Kundal

Associate Dean (Research and Innovation), ISDI, Mumbai

Associate Dean of Research and Innovation at ISDI Parsons Mumbai and is Professor Incharge at ISDI for two global Design Thinking courses offered by Stanford and Aalto University. He helps students collaborating from leading global institutes to solve Design Innovation challenges posed by Global Corporations.

Design Thinking

Amit Kundal is associated with Indian School of Design and Innovation as Associate Dean (Research and Innovation) and as the Programme Director of PG Design and Innovation course. A fun loving person and a firm believer in the power of Design, Amit completed his bachelors in Lifestyle Accessory Design from National Institute of Fashion Technology, India. After contributing to the Indian Crafts Industry for 4 years, he joined the Indian Institute of Technology Kanpur for Masters in Design. During his Masters, Amit also attended the Product Development Project (PDP) course at Aalto Design Factory in Helsinki, Finland which helped him shape and curate his thought process for design and foster his inclination towards social innovation. Following this, he decided to pursue his Ph.D. from the same institute and is looking into how design thinking can help solve socio-technical issues that are prevalent in a country like India. He has been an orchestrator and facilitator for various design and innovation workshops and lectures. He enjoys working as a problem solver bridging the gap between a user and the solution.

#1

WORKSHOP BY GURUS

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Nilesh Lele

Director,
Exelon Foodbio Advisors Pvt. Ltd

He is the Director at Exelon Foodbio Advisors Pvt. Ltd. and advises SME level clients, assisting them with Strategy and Fund Raising including Mergers & Acquisitions.

Opportunity Evaluation

Nilesh Lele has varied experience in the field of Engineering, Finance, Strategy and Marketing. He is a serial entrepreneur with a successful track record of starting and managing businesses.

He holds a Bachelors in Chemical Engineering from India's premier Engineering school, UDCT (now called ICT) Matunga, Mumbai and an MBA from University of Oklahoma, USA. Prior to becoming an entrepreneur, Nilesh has worked with various MNC companies in India and USA and was a Vice President in Barclays Capital. Nilesh is a CFA (USA) and FRM Charter holder and has extensive experience in field of investment banking, having worked for Barclays Capital and Deutsche Bank in USA and India. Additionally, he is a Mentor with Startup India, and on the Mentorship board of 4 incubation centres across India and is associated directly or indirectly with 50+ startups across industries.

#1

WORKSHOP BY GURUS

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Suhani Mohan

Founder & CEO, Saral Designs

Runs Saral Designs, a Mumbai-based start-up providing access to quality affordable menstrual hygiene products to low-income women in India.

Finance

Suhani Mohan is the co-founder and CEO of Saral Designs, a Mumbai-based start-up providing access to quality affordable menstrual hygiene products to low-income women in India.

She has been recognised as the top 25 trailblazing women in business of 2018 by Forbes India. She is an Acumen India Fellow, recipient of India Africa Young Visionary award from Ministry of External Affairs, India, recipient of 'Top woman entrepreneur' at Empower, by Department of Science and Technology & Zone Start-ups, winner of Women Entrepreneur Quest by Anita Borg Institute and winner of the National Entrepreneurship Award by Ministry of Skill Development and Entrepreneurship.

Suhani is has been a guest lecturer at Vivekanand Education Society's Institute of Management Studies And Research. She has also been a speaker at forum's like Start-up Saturday, +Acumen San Fransisco chapter, Kerala Start-up Mission, YASHDA, Jagriti Yatra, Abhyuday IIT Bombay on topics of social entrepreneurship, women in entrepreneurship and social impact.

#1

WORKSHOP BY GURUS

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Gaurang Shetty

Founder & CEO,
RIIDL.

CEO at Research Innovation Incubation Design Laboratory [riidl], which is primarily a technology-business incubator for early-stage startups and an innovation space.

Business Plan & Model

Gaurang Shetty has been awarded under 50 most Inspiring CEOs by Silicon India and was identified as a Change Maker by 11th President of India Dr. APJ Abdul Kalam.

A serial Innovator at heart, he has 6 Patents to his name and is also the founder of MakerMela, India's Largest Maker Gathering. Gaurang is an Electronics Engineer from K J Somaiya College of Engineering and has obtained his MBA from K J Somaiya Institute of Management Studies.

He is also the lead at Facebook Developer Circles, Mumbai and dons multiple roles in the startup ecosystem including that of an Angel Investor.

#1

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Shreerang Godbole

VP, Operations and Business Insights - OYO Rooms

Runs the national operations and business insights vertical, fraud analytics and customer delight initiatives for OYO Rooms.

Operations

Shreerang has spent 6 years at ITC, 2.5 years at McKinsey & Company, and is now with Oyo Rooms. He is a graduate of IIT Kharagpur (Class of 2005) and Indian School of Business, Hyderabad (Class of 2012).

At Oyo, Shreerang is devoting his time to run the national operations and business insights vertical, fraud analytics and customer delight initiatives.

At McKinsey, he has worked in diverse sectors such as mining, automotive, oil and gas and pharmaceuticals advising clients on strategic and operational issues such as strategy design and implementation, large capex projects management, procurement transformation, logistics optimization and organization design

At ITC, Shreerang was part of the supply chain vertical of the tobacco business and spent his time working in various functions such as quality, process improvement, talent management, labor relations and operations.

#1

WORKSHOP BY GURUS

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Neelesh Mundra

Partner at McKinsey & Company

Leads the Asia Supply Chain Practice and Co-leads the Transport, Travel and Logistics practice in India

Supply Chain & Logistics

Neelesh leads McKinsey's Asian Supply Chain Management Practice and co-leads the Travel, Transportation and Logistics practice in India.
He advises clients in the e-commerce, oil & gas, agrochemical, FMCG, auto, cement & mining sectors along with deep expertise in logistics strategy and transformation. He has led many supply chain transformations within India and south-east Asia. Prior to joining McKinsey, he worked with P&G, India in their supply chain function. He holds an MBA from NITIE and a Bachelors in Engineering from Mumbai University
When not at work, these days, he will be found trying to please his most demanding client - his one year old daughter, Sameera.

#1

WORKSHOP BY GURUS

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Kunal Mundra

Former CEO, CEAT Specialty Tyres Ltd.

An IIM-Bangalore Graduate, he has successfully set up CEAT Specialty Tyre Ltd. and has multiple years of experience in Organization Building, Consulting and Strategy.

Organisation Building

A graduate from IIM Bangalore in Finance & Strategy, Kunal is a former Executive Committee member of CEAT Tyres Ltd. and help setup CEAT Specialty Tyres as MD and CEO. He built out their R&D, marketing, global sales and manufacturing teams and set up CEAT's first ever radial off-highway manufacturing plants as well as subsidiaries in US and Europe. He has previously occupied the role of The Senior Principal at The Boston Consulting Group and was part of the core recruitment team. Kunal was awarded the Economic Times 40 under 40 Business Leader's Award in 2017.

#1

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Dharmil Sheth

Co-Founder, Pharmeasy

Looks at the key areas of customer experience and also helms the operations and marketing divisions of the company.

Growth Hacking

Dharmil Sheth is the co-founder of Pharmeasywhere he looks at the key areas of customer experience and also helms the operations and marketing divisions of the company.

With a Bachelor's degree in Electronic Engineering from KJ Somaiya College of Engineering and a PGDM from IMT Ghaziabad, Dharmil has been associated with renowned companies such as MakeMyTrip in key leadership roles. Prior to Pharmeasy, Dharmil founded 91 Streets, a shopping search platform and BoxPlay Sports, a world-class sports infrastructure set-up for teams and individuals to play soccer and cricket.

A keen contributor to society, Dharmil has also laid the foundation of and is President to Ekagrata Foundation, a Non-Government Organisation which works towards the welfare of underprivileged children. In his free time, he likes to teach these children and play a role in shaping up their future. A football fanatic, he also loves to spend his free time on his creation, BoxPlay pads to polish his skills in the game.

#1
WORKSHOP BY GURUS

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Prakash Patel

Managing Director
Bhumiworld, Industrial Park

Managing Director at Bhumi World Industrial Park, a state of the art industrial park harbouring a 360-degree manufacturing and warehousing solution for enabling growth and progression of SMEs, MSMEs and Startups.

Manufacturing

Prakash Patel , with over 14 years of experience in real estate as Chairman & Managing Director of Bhumi World Industrial Park was inspired by the Prime Minister's clarion call 'Make In India'.

He holds an MBA from NMIMS and has always believed that everyone deserves an opportunity to follow their dreams. This was one of the reasons for the growth and development of the 125 acres Industrial Park with plug and play solutions for the manufacturing & warehousing industry. Bhumi World, under the leadership of Prakash Patel has won many awards and accolades with the likes of SME Business Excellence Awards, CNN News 18 Awards for Best Industrial Park, 7th MSME National Excellence Award & many more.

Even today, Prakash Continues to help nurture the minds of young entrepreneurs by providing them the best of facilities and infrastructure with constant support of the government reforms towards growth and development of the manufacturing sector.

#1

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Tapan Mody

Creative Director & Founder
Yes, yes why not?

As the founder, runs a multidisciplinary idea and design studio called "Yes yes, why not?" offering multiple services like Advertising, Brand Consulting, Copywriting,

Creativity & Brand Creation

Tapan Mody identifies himself as a "Person" by passion and a "Creative Guy" by profession. He founded Yes Yes, Why Not? in 2003 after having won a few awards & accolades as a "Copywriter" at Ogilvy (back then: O&M, Mumbai), Saatchi & Saatchi, and BBDO amongst others. He juggles hats between "Creative Director",

"Copywriter" and "Chief Pain-In-The-Arse" at this 'Communication & Brand Design Consultancy' which doubles up as a 'Finishing School for Creative Professionals'. Alongside this, Tapan also share his experiences as a professional with young minds through Lectures, Workshops, and a Program called "NuSchool" - which works on the principles of "Unschooling". With over 15 years of lecturing experience at various Communication & Management Schools, he has earned the title of "Industry Mentor" at Design Schools across countries.

Having completed the "Post Graduate Course Diploma in Modern & Contemporary Indian Art & Curatorial Studies" from The Bhau Daji Lad Museum (Mumbai), Tapan is also a "Curator" at ARTXCHANGE by Yes yes, why not? - an Artist Collaborative that presents Young Indian Artists in India & internationally.
Going forward, he hopes to use his experience in writing & communication to 'write for artists' and create a bridge between artists and their audiences

#1

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Deep Mehta

Co-Founder, Digichefs

Experienced Co-Founder with a demonstrated history of working in the marketing and advertising industry. Skilled in Business Analysis, Digital Marketing and Market Research. Visiting faculty for Digital Marketing at multiple institutes in Mumbai like Leaning Catalyst, Freelancer's Academy, etc

Marketing

Deep is the co-founder of DigiChefs which is a high-performance creative agency offering solutions like getting more visitors to your website, building an engaging community on social platforms,eCommerce & lead generation campaigns to improve your top line, online reputation management and much more. Skilled in Business Analysis, Digital Marketing, Search Engine Optimization (SEO), Market Research, and HTML, he has Bachelor's Degree in Electronics and Telecommunication from K.J.Somaiya College of Engineering, Vidyavihar. Previously the co-founder of Eventbaksa.com, Deep also multiple years of experience as SEO Manager and Business Analyst at Iksula. With a demonstrated history of working in marketing and advertising industry, Deep is also the a visiting faculty at Freelancer's Academy, Learning Catalyst, MCTA.

#1

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Eshank Shah

Head, Startup & Transacation Advisor
Banshi Jain and Associates

Head - Startup and Transaction Advisory at BJAA, Eshank practices diverse areas of Due Diligence, Valuations, Transaction Structuring and Support while also advising India's leading Seed and Angel Networks, VC Firms, Incubators and Corporates.

Valuation & Investment

Experienced Head with a demonstrated history of working in the Financial Services and Startup Industry, Eshank Shah is skilled in Venture Capital, Valuation, Corporate Finance and Income Tax with a Master's Degree focused in Investments and Portfolio Management from CFA Institute.

Haivng executed numerous transactions (investments and exits) in early stage companies, startups and mature companies, Eshank is an expert in the Start Up Eco-system and has been instrumental in developing Indian Start-up ecosystem across multiple ways liasoning closely with the Government and top eco-system players. He has mentored and worked with over 100+ Start Ups and has consulted Angel Investors which include some of the Top 10 Investors in India and is closely working with Top Institutional Investors.

Eshank also engages and advises Startups on raising equity / debt capital from Investors, implementing ESOP's and obtaining tax and regulatory benefits available for Startups. Moreover, he advises Clients in domains which include E-Commerce, Blockchain, Cryptocurrency and FMCG on financial, tax and regulatory matters. Additionally, Eshank is passionate about Football and is an active contributor to Justforkicks.

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#2 STARTUP SCHOOL INDIA

CoVibe

Petmegood

Innokrit Inventions

V-Pledge

Drone School India

Design Lab

SMAC Lab

Clinicia

PROTOTYPE DEVELOPMENT

Get access to riidl labs for developing your products/services

(Examples of Startups at riidl labs)

Kidyfit

Biolab

Health-Eatos

U-Farm

Lit lamps

Fablab

Lacebits

Robo Rehab

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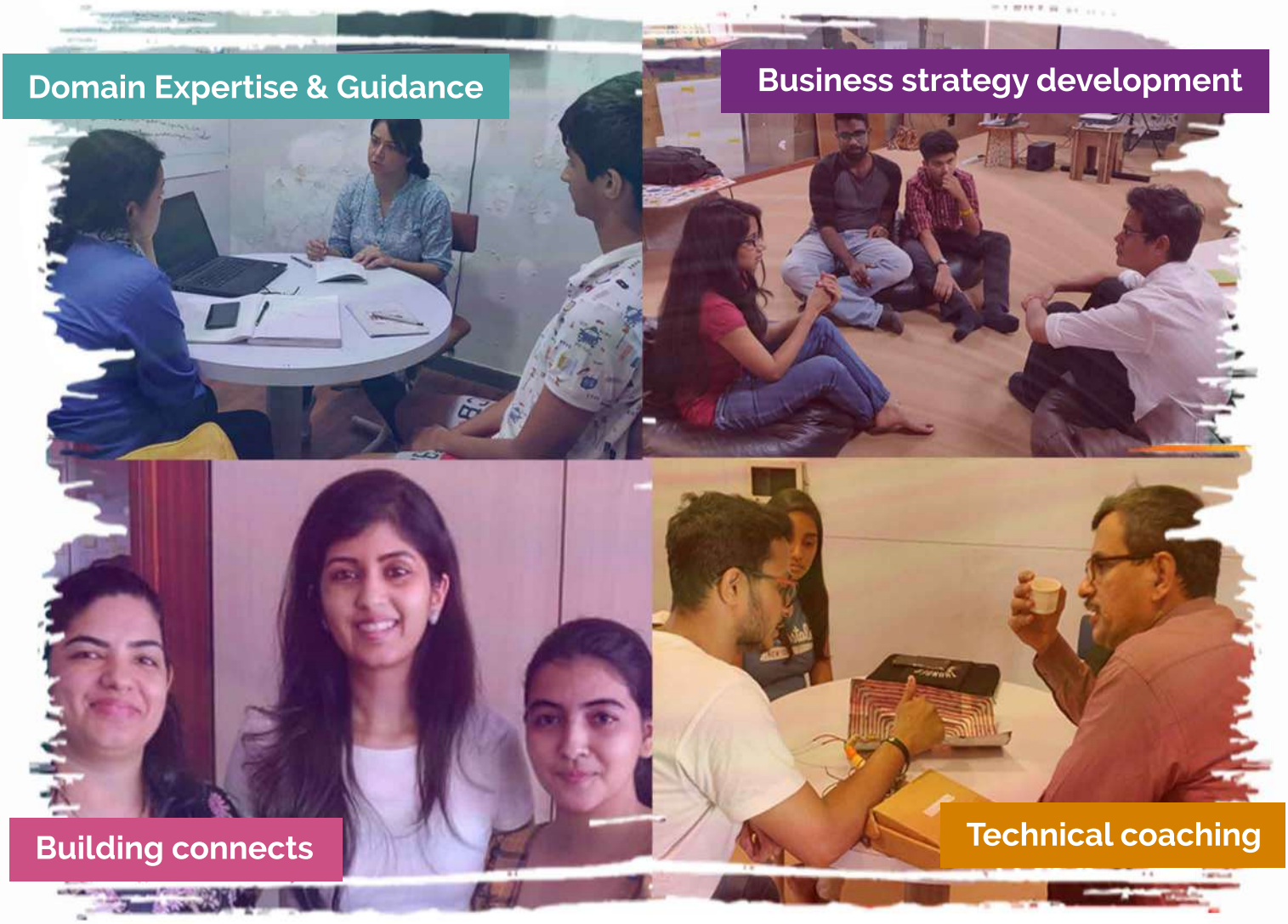
#3 STARTUP SCHOOL INDIA

PERSONALIZED MENTORING



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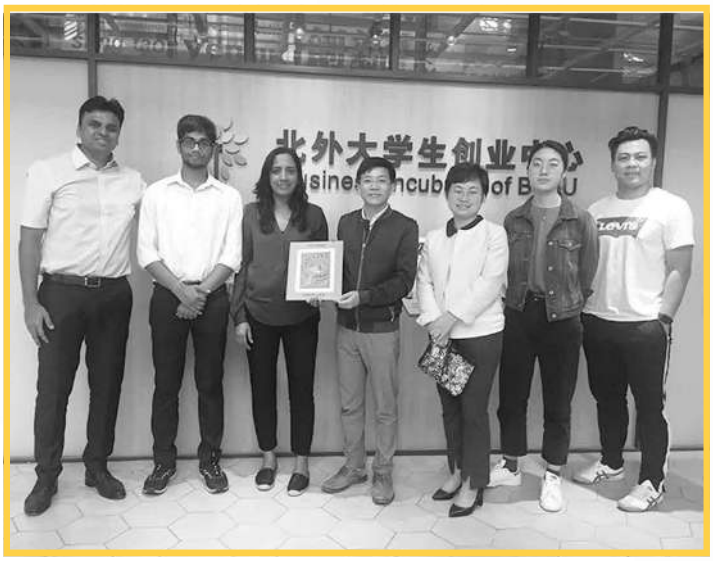
#4 STARTUP SCHOOL INDIA

OPPORTUNITY TO TRAVEL FOR IMMERSION TRIP



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#5 STARTUP SCHOOL INDIA

PITCH FOR SEED FUND

Access to diverse grants to accelerate your growth

NIDHI by DST
Entrepreneur-in-Residence
Powered by Venture Center

NIDHI PRAYAS

birac®
Ignite Innovate Incubate
SEED FUND

BIG
Kick Starting Entrepreneurships

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STARTUP SCHOOL INDIA

Other Key Offering For Students:

Access to following skill development modules:

- Rapid Prototyping
- Web and App development
- Biotech Skills

Access to following local networks:

- Manufacturing
- Packaging
- Developer Community of Facebook and Google
- Maker Community

Free incubation and mentor support for 3 months after completion of program.

Eligibility criteria:

Startup School India program will be suited for,

- Students of any age group, faculty and working professionals who are serious about starting their own venture
- Entrepreneurs who already have a Proof of Concept / Prototype / Demo ready
- Women with a strong inclination to set up their own business
- Professionals/ students who plan on setting up a social organization or social enterprise
- Business professionals who are entrusted with the task of setting independent business units

Fees structure for this **6 month** program:

₹45,000/-

Application process:

Interested Candidates will have to fill this google form to complete the application process for this program

Link: *riidl.org/ssi*

Selection committee will review applications and admission confirmation will be conveyed to the candidates

Post this confirmation, students will have to pay the fees through the following payment link

https://www.instamojo.com/riidl/startup-school-india/

Participants on successful and evaluation
will receive a Diploma in Entrepreneurship from

SOMAIYA VIDYAHVIHAR UNIVERSITY

Starts in September 2020

(Subject to lockdown situation)

Thank You

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