

Name of the Event –Zero to One
Date of the Event – 22 April 2022

Entrepreneurial Cell in collaboration with IIC-HRC organised an event Zero to One that addressed the main conundrums of a Start-Up: Ideation, Funding, and Networking

Description: Doosra presents the flagship event of The Entrepreneurial Cell, Hansraj College, Start-Up Week. Under the banner of Start-Up Week by Doosra, there are three events that address the main conundrums of a Start-Up: Ideation, Funding, and Networking through Zero to One, Ramp Up, and Start-Up Fair respectively.

Hosted with amazing mentorship sessions, and potentially clinker ideas, the event, Zero to One tested the zeal and passion of the participants, where they were required to build a startup from scratch and pitch them to a panel of judges.

Eligibility: Students from 11th grade, 12th grade, Undergraduate and Postgraduate having an entrepreneurial mindset were eligible to participate.

Venue: The entire event took place in an offline mode in Hansraj College

Agenda: The motive behind organizing Doosra presents Start-Up week was to stimulate and engage all elements of the start-up ecosystem across Delhi University by showcasing the latest innovations and young entrepreneurs.

The event aims at bridging all gaps that may exist; between innovators, ideation stage, early-stage start-ups, mentors, incubators, investors, etc.

Participants: The event Zero to One saw 90+ aspiring entrepreneurs who had to submit a 60-second video explaining their business idea in the preliminary round.

After a thorough critical assessment by our judges, 9 business ideas out of 90+ were selected by our judges for further rounds. The Final Round of Zero to One was held over a period of three days from 22nd April 2022 to 24th April 2022.

Day 1: 22nd April 2022

The first day of the Final round of Zero to One saw the selected participants network with the other participants about their business ideas. The teams then formed were divided into the following four sectors:

- Brick&Mortar
- E-commerce
- SaaS

- Sustainable Innovations

The onstage event kickstarted with a workshop on ideation, execution, and executive summaries by Ms. Toshika Aggarwal, an Entrepreneur in Residence, Ex-McKinsey, and Founder of Hoick. Ms. Toshika explained the importance of having innovative business ideas and how one should approach the execution of such business ideas. She also provided valuable inputs about the creation of a model executive summary and how a good executive summary decides the future of your business idea as it's the first section of a business plan or proposal that provides a brief overview of your business idea and is generally the first thing a prospective investor or partner reads.

After the workshop followed by a brief lunch break, the teams were given time to discuss and start progressing towards the creation of an executive summary.

A Mentorship session with Mr. Manas Sunita Pal, the co-founder of PedalStart followed, who further helped the participants with their executive summaries and provided personalized doubt solving.

After this enlightening and interactive session, participants submitted their executive summaries, as day one of Zero to One came to an end.

Day 2: 23rd April 2022

The competition was about to get serious as the second day of the final round of Zero to One commenced.

The participants were welcomed with a workshop on Pitch Deck and Elevator Pitch by Mr. Amandeep Kharb, the co-founder at Creek and a Startup Ecosystem Enabler. In the session, Mr. Kharb outlined the minute details involved in the creation of a Pitch Deck by explaining it in simple steps like deriving the 'What, How, and Why' for your business idea, using the '10/20/30' rule, etc. Slide by slide narrative of the content appearing in each slide of the pitch deck was also provided by Mr. Kharb.

A brief period for strategizing and discussing was given to the participants which was followed by the Elevator pitches getting presented to the judges. The judges gave critical reviews of the pitches and highlighted the areas where the teams could improve upon.

Another workshop followed, this time by Mr. Anuj Jindal, the CEO at AJC Edutech Pvt. Ltd. on the topic of Financial Projections where he explained how understanding your own industry, working with an accountant who knows your industry helps an entrepreneur in developing a sustainable business model. Another networking and doubt-solving session followed where the teams discussed their business ideas and gave input about their progress.

The Day two of Zero to One ended with the teams having the task of improving and finalizing their pitch decks on hand.

Day 3: 24th April 2022

As the third and final day of the Zero to One and Doosra presents Start-Up week approached, the teams got ready and the competition got fierce as we welcomed our judging panel, Mr. Ashutosh Shrivastava, Founder of Talzen and a featuree of Forbes 30 under 30 Asia for Social Impact; and Mr. Prashant Gagneja, Vice President, Organized Trade, BharatPe.

The day began with an idea to boost the participants' entrepreneurial skills by a 1:1 Mentorship Session with another highly-honed mentor, Mr. Hitesh Sharma- Founder of Shayata Global. Having extensive experience in ideating, creating, and investing, Mr. Hitesh talked about how to develop a startup and ensure its continued operation with the help of a presentation. We witnessed participants jotting down the key points showcased by him.

After the session, teams submitted their finalized pitch decks, on which they had been working for the past two days.

Following this, another Workshop took place by Mr. Pratik Harsh, Managing partner at Vidhinyas and Associate of Intellectual Property Laws. Mr. Partik talked about the Legalities and Requirements required in the Entrepreneurship Arena of the Indian Startup Ecosystem. From formalizing a founders' agreement to safeguarding intellectual property to enforcing business contracts, it is essential that entrepreneurs are aware and up to date with the latest laws governing their business and market, this is what was preached by him.

After which, a critical review on the improvement of the participants' pitch deck was done by the Judgement Panel and then the participants were required to present the final presentation to the judges. The following business plans were created by the participants over the course of three days, as presented to the judges:

1. **Team Hansraj:** With their business 'UDBHAV', Team Hansraj created a socioeconomic startup based on recycling edible oils by converting them into Soaps, Candles, Wax Sachets, and Lava Lamps.
2. **Team Krypto Kart:** Team Krypto Kart created a decentralized E-commerce platform for trading luxury goods through cryptocurrency transactions.
3. **Team FAMA:** An innovative start-up was created by team FAMA based on matching influencers and content creators with brands looking to collaborate and promote their goods on the social platform.
4. **Team Turquoise:** A fashion-based socio-economic start-up with the name 'TURQUOISE' was presented by the team Turquoise, aiming to utilize the leftover cloth

from boutiques and industries, simultaneously presenting poor and unemployed women with an opportunity to earn by stitching fabric into accessories.

5. **Team I-Shak:** A start-up based on Ayurveda was created by team I-Shak. The business plan comprised the creation of a mobile application through which people could connect with ayurvedic doctors and dieticians alongside having ayurvedic versions of modern products like Icecream and other desserts on sale.
6. **Team Mavericks:** 'menew.ai' was the name of the start-up created by Team Mavericks. It consisted of an Artificial Intelligence based software that generated revenue-maximizing menus for restaurants through the identification of high-performing SKUs and recognition of other suitable trends.
7. **Team SUS:** An enterprise of team SUS, 'THE VEGAN WAY' planned on establishing a plant-based cloud bakery cum dairy and helping products like Soy Milk, Vegan Desserts and Vegan Curd become more accessible to the people.
8. **Team Gladiators:** Team Gladiators created a start-up named 'Crypto Grow'. It worked on the idea of minting a token coded to further aid in investing in in other cryptocurrencies through setting up a decentralized exchange platform.
9. **Team Hustlers:** Another Vegan based start-up from the Food and Beverages department came up as Team Hustlers created a business model which would lower down the cost of vegan products and enhance their taste to fit the liking of the Indian taste, alongside providing doorstep delivery.

The judges evaluated and reviewed all the presentations, gave valuable inputs, and then proceeded to announce the results.

Team Turquoise was adjudged as the winner of Zero to One, held under the Start-Up week by Entrepreneurial Cell, Hansraj College, and presented by Doosra.

The winning team received a cash prize of 30K alongside added rewards valued at about 1.2 Lakhs. However, there was something for everyone as even the teams who did not make it to the podium, got the networking opportunity of a lifetime, got approached by real-life incubators and investors for their start-ups as well as received a valuable certificate.

The judging panel was delighted with the quality of the work that the teams presented and wished them well for all their future endeavors.

Conclusion- The three days witnessed the zest of the young entrepreneurial minds. The event turned out to be successful, with meeting it's agenda and seeing participants network and work together for developing innovative business ideas. The Entrepreneurial Cell, Hansraj College bid adieu to participants with three days worth of knowledge about starting a business, understanding the basic documents like the Pitch Deck, the elevator pitch and executive summary. Additionally, the 1:1 Mentorship sessions and group discussions proved immensely helpful as the participants went through a real-life experience as to how a business idea is created, formed into a plan and pitched to investors. It can very well be said that Zero to One and the whole Start-Up week by Doosra was a great success and did stay true to its aim, that is, to stimulate and engage all

elements of the start-up ecosystem across Delhi University. The event Zero to One came to an end as the Head of the event, Mr. Keshav Aggarwal bid a vote of thanks to all the mentors, judges, experts and participants for their immense contribution in making Zero to One successful.



