



Mohamed Sathak Department of Management Studies

MS-DoMS

Creating innovative thinkers and global leaders

Report on STARTUP MAANADU

Date: 25 January, 2024

Venue: Mohamed Sathak AJ College of Engineering, Sipcot IT Park Road, Siruseri, Chennai - 603103

Conducted By: MSAJ College of Engineering, Incubation Cell

No. of Attendees: 2 students of MBA 30th Batch 2023 – 2025 and 3 Faculty

Members – MS-DoMS

This is a unique platform in Tamilnadu for unlimited connectivity, networking which saw the rise of 300 entrepreneurs, 10 Speakers, 8 investors, 8 awards, 5 Brand & product Launches, 50 startups showcased and experience sharing on entrepreneurial ideas.

MOHAMED SATHAK INCUBATION CELL

This cell provided for the entrepreneurial event. Its activities presently includes:

Various programs and initiatives to support aspiring entrepreneurs and early-stage startups. Funding opportunities to startups through grants, seed funding, or connections to potential investors.

Mentorship programs where experienced professionals and industry experts provide guidance and support to entrepreneurs and startups. Access to a network of investors, venture capitalists, and angel investors who are interested in supporting innovative ideas and startups.

Organizes events, workshops, and training programs to foster innovation, entrepreneurial skills, and knowledge sharing.

Facilitates partnerships with academic institutions, industry bodies, and government agencies to create synergies and opportunities for startups.

Profile of the Keynote Speakers Enterprises:



At DigiNadu, we believe in doing things differently. We believe in coming up with ideas and strategies that are unique and in line with your brand. We aim to bring your brand to life by weaving your brand story and connecting it with your audience. Our goal, as a digital marketing and technology company, is to come up with high-end proposals that will transform and boost your brand.

Management Consulting & Digital Marketing-specialize in revamping businesses through data-backed strategies. We analyze your organization's strengths and weaknesses to create tailored solutions that drive growth and efficiency. Whether it's streamlining processes, optimizing resources, or implementing change management, we're your trusted partner in transformation.

Mr. Hari Shankar V D



Founder, Social
OutSights

Specializes in digital marketing (which includes content creation, social media marketing, graphic designing, performance marketing, SEO, and generating leads through pay-per-click campaigns) brand strategies, web development and personal branding.

Mr. Praba SanthanaKrishnan



CoFounder & CEO,
Cookr

At Cookr, we believe that everyone deserves to enjoy delicious and healthy food, without compromising on taste or quality. We are an early-stage food tech startup on a mission to revolutionise the food industry in India by building an e-commerce marketplace that offers a wide range of healthy alternatives to restaurant-delivered food. We partner with extremely talented home cooks to bring you delicious homemade meals straight from their homes. Not only does this allow us to offer our customers an unparalleled dining experience, but it also helps to create thousands of micro-entrepreneurs in society and enables them to make a primary livelihood for their families.

Dr. Chenthil Pillai



Executive Director, BNI
North

BNI India offers a proven system of referral marketing that helps you grow your local business, through a trusted network of like-minded people that come together to help each other grow.

Multipreneur, Deliver.sg, Singapore



Mr. Krishnamani Kannan

Deliver.sg strives to give the best User experience to people. You'll get an unusual fulfillment delivery experience that you find nowhere else. Whether it's customizing your order, on-time delivery, or customer service, we go above and beyond to guarantee your product is exactly what you want.

INVESTORS & ADVISORY : This can be visualized as nutrient providers to a growing plant (business venture), they provide the necessary advise and materials (ideas,finance)how to sustain the new enterprise in the harsh competitive business environment.



The mega event also witnessed various corporate and entrepreneurs displaying their stalls and presenting their products and services to the visitors,a select,namely:

DAFFYTEL

Dinesh Babu S, Chief Executive Officer, “Daffytel, business class cloud telephony is all we do – so our team are the experts.With our local base in India and global backing, we have the expertise to help make it an easy one.Our sales and support teams have over six years experience in the telecommunications industry. Experienced sales team available nationwide.Largest team of engineers in the industry so you have support when you need it. Our helpdesk is open 24/7”.

ELINASERVICES

Ramalakshmi, Founder, Chief Enabling Officer, “ELiNA: Unleashing Neurodiverse Potential, Building Inclusion. ELiNA is a dynamic and innovative organization that is passionate about championing the potential and wonder of neurodiversity. We champion neurodiversity's wonders, knowing diversity fuels strength, resilience, and fascination in society. Our mission: Co-creating an empathetic, inclusive world that embraces neurodiverse individuals. Through tailored programs, we foster inclusion at home, school, work, and beyond. We guide parents along their unexpected journey. ELiNA unites resources and knowledge, amplifying inclusion efforts throughout lives. With boldness and empathy, we lead in embracing neurodiversity. Our passion and expertise make an impactful difference in the lives we serve”.

FINPROTEKT

Sriraman Santhanam, Director, “Solutions based approach, Customer Centric, serving more than 1000+ happy customers, Tied up with multiple Insurance companies, Customer Retention ratio is more than 98% & Extra mile support on Claim processing”.

PRIME COUNCEL SOLUTIONS

Aeriel, executive, “Aims to set the highest standard of professionalism, integrity and Client Satisfaction.With relentless commitment to excellence , we aim to make a positive impact on business, industries and law firms that we look forward to serve”.

Time	Schedule
08:00 - 08:30 AM	Registration
08:30 - 08:45 AM	Inauguration
08:45 - 09:00 AM	Event Ally Speech
09:00 - 09:15 AM	<u>Ideation Unleashed</u> : Innovation Unfolded
09:15 - 09:30 AM	Entrepreneurial Mastery: Nurturing Skills and Fostering Ecosystem Success
09:30 - 10:15 AM	Capital Catalyst: Overcoming Funding Challenges and Securing Investment Success
10:15 - 10:30 AM	Thriving Ventures: Balancing <u>Startup</u> Dynamism with Market Sustainability
10:30 - 10:45 AM	Public Talk: Unleashing Entrepreneurial Excellence: Strategies for <u>Impactful</u> Execution and Success
11:00 - 01:00 PM	Pitch <u>Pavillion</u>
01:00 - 02:00 PM	Lunch
02:00 - 02:30 PM	Entertainment
02:30 - 03:00 PM	Awards Ceremony
03:00 - 04:00 PM	Valedictory

To Conclude, **STARTUP MAANADU** we had a glittering Awards Ceremony, the winners were:

Startup Maanadu 2024

AWARDS

Company	Award
1. Samyuk Sustainable Solutions	Sustainable Business Award
2. Aatral Creations	The Emerging Innovator in Enterprise XR
3. Sixdots Design Private Limited	Best Social Impact Startup
4. Nebeskie Labs	Smart Technology Award
5. Passion Arts	Women Entrepreneur Of The Year
6. Debugger Shirts	Young Entrepreneur Award
7. Sanah Infra Project Private Limited	First Generation Entrepreneur
8. Aero Knotz Private Limited	Humanitarian Drone Excellance Award
9. Daffytel Technologies	Women Entrepreneur Of The Year



