



Global Launch Event

11-Feb 2017



Bharat Entrepreneurs Network: Why?

Perceptual

Entrepreneurs

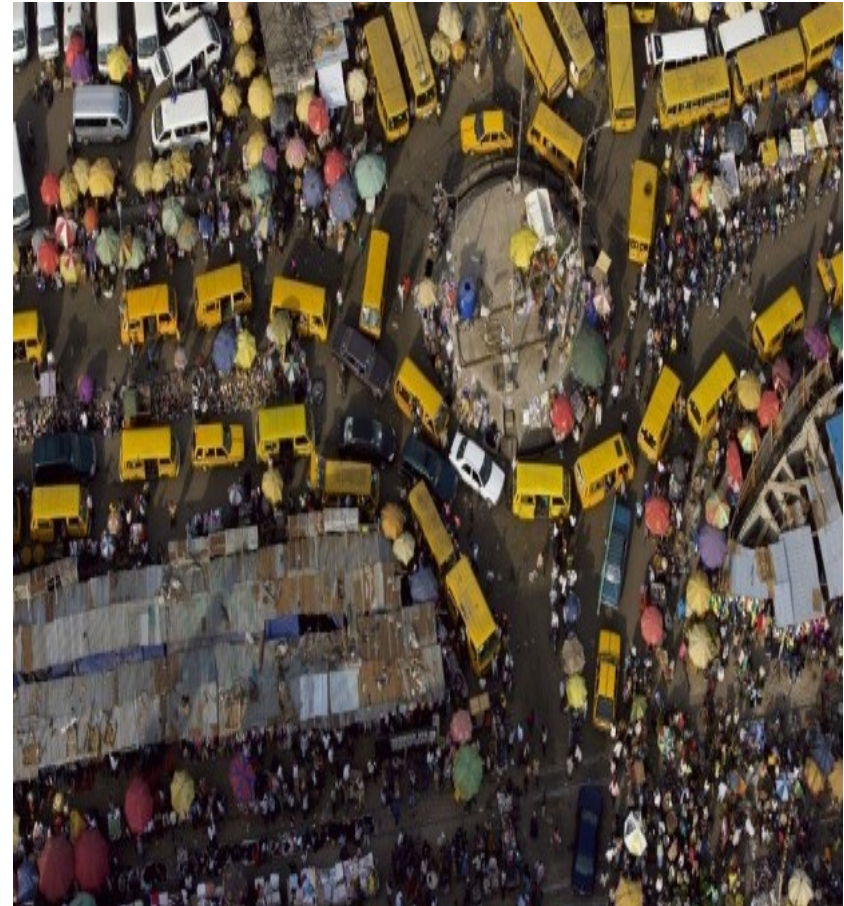


Talent



Investors

Factual





Our Objectives: Connect, Collaborate & Celebrate

Participant Profiles

- Entrepreneurs from Bharat and outside Bharat
- Policy makers
- Corporate Professionals in leading organization across world
- Media Professionals
- Start up enthusiasts
- Students

As an sponsor it is your chance to reach policy makers, decision making as buyer and influencer of your products and services

Agenda: Morning Session

Time	Activity
09:00-10:00	Registration and High Tea
10:00-10:20	Inauguration, Lamp lighting, Prayer & Welcome Address
10:20-10:45	Key Note One: Bharat of 21st Century <ul style="list-style-type: none">• Growth Story of Bharat so far and Plans for Bharat of tomorrow• Government Initiatives in promoting entrepreneurship and attracting investments in Bharat• Roadmap for government going hand in hand with entrepreneurs
10:45-11:00	Networking Break with Startup Booths
11:00-11:30	Opportunity and Challenges in the Infrastructure <ul style="list-style-type: none">• State of Bharat Infrastructure: Present and Future• Administrative bottlenecks and ways to overcome them
11:30-12:15	Hot Sector One: Education <ul style="list-style-type: none">• Bridging the educational gap in Bharat: How and what is to be done to meet the challenge• Higher Education: New frontiers for the entrepreneurs and investors focusing at Bharat.
12:15-13:00	Hot Sector Two: Healthcare <ul style="list-style-type: none">• What are the sustainable and scalable business models in healthcare delivery in Bharat?• Integrated Health systems like Ayurveda & modern medicine working together
13:00-13:15	Launch of Women Entrepreneurs Network (Anushree Shrivastava)

Agenda – Afternoon Session

8. 13:15-14:15 *Lunch and Networking*
 9. 14:15-14:30 Keynote two: Hot Spots of Bharat
 - Discussing the potential of remote locations which are emerging in northeast, eastern India and other remote locations
 - Roadmaps for empowering and leveraging these locations
 10. 4:30-15:15 Hot Sector Three: Energy
 - Meeting the energy requirements of the state: Hows and Whats.
 - Clean Energy: Looking at the various scalable models that can help meet the energy crunch
 - The Economics of Solar Energy
 11. 15:15-16:00 Hot Sector Four: Women Entrepreneurs
 - Challenges & Opportunities for women entrepreneurs in Bharat
 - Charting out an eco system of women leaders and entrepreneurs
 12. 16:00-16:15 *High Tea at funding Booth*
 13. 16:15-17:00 Workshop: Starting up Business
 - Business Plan Preparation: Documentation, Presentation, etc.
 - Knowing legal aspects of the business
 - Knowing how to get funded and what investors look in the entrepreneurs and business ideas
 14. 17:00-18:00 Startup Hour
 - Investors, Start-ups meet-ups

Business Plan Presentation: 5 minutes for each presentation. (pre-screened entrepreneurs)
 15. 18:00-18:30 Feedback, Valedictory, Awards and Closing Ceremony
- Classical dance with modern remix in after Party Events / Dance etc.

Sample of confirmed attendees

Thinkers, Teachers (Gurus)

Prof Prabhat Ranjan (ED , TIFAC), Prof SK Jain (DMS, IIT Delhi)
Professors from IITD, IIFT, IIMA, XLRI , IMI, IIM Rohtak

Social Entrepreneurs

Dr Bindeshwar Pathak – Sulabh International

Public Sector

Air India CMD – Ashwani Lohani, IRCTC CMD -

Government

MSME Secretary – Dr Jayswal (proposed)
MSME Leaders – Gaurav Kumar & Vinay Kumar

Women Entrepreneurs

Shazia
Soni Prasad

Young Entrepreneurs

Moloy Borah

Proposed Media Partners

Print Media	Digital Media	Electronic Media
<ul style="list-style-type: none">● Economic Times● Business Standard● Business World● Prabhat Khabar● Dainik Jagaran● Aaj	<ul style="list-style-type: none">● Yourstory / Mystory●	<ul style="list-style-type: none">● CNBC AWAZ● ETV● IBN 7● NDTV● Aaj Tak● Akashvani (AIR)

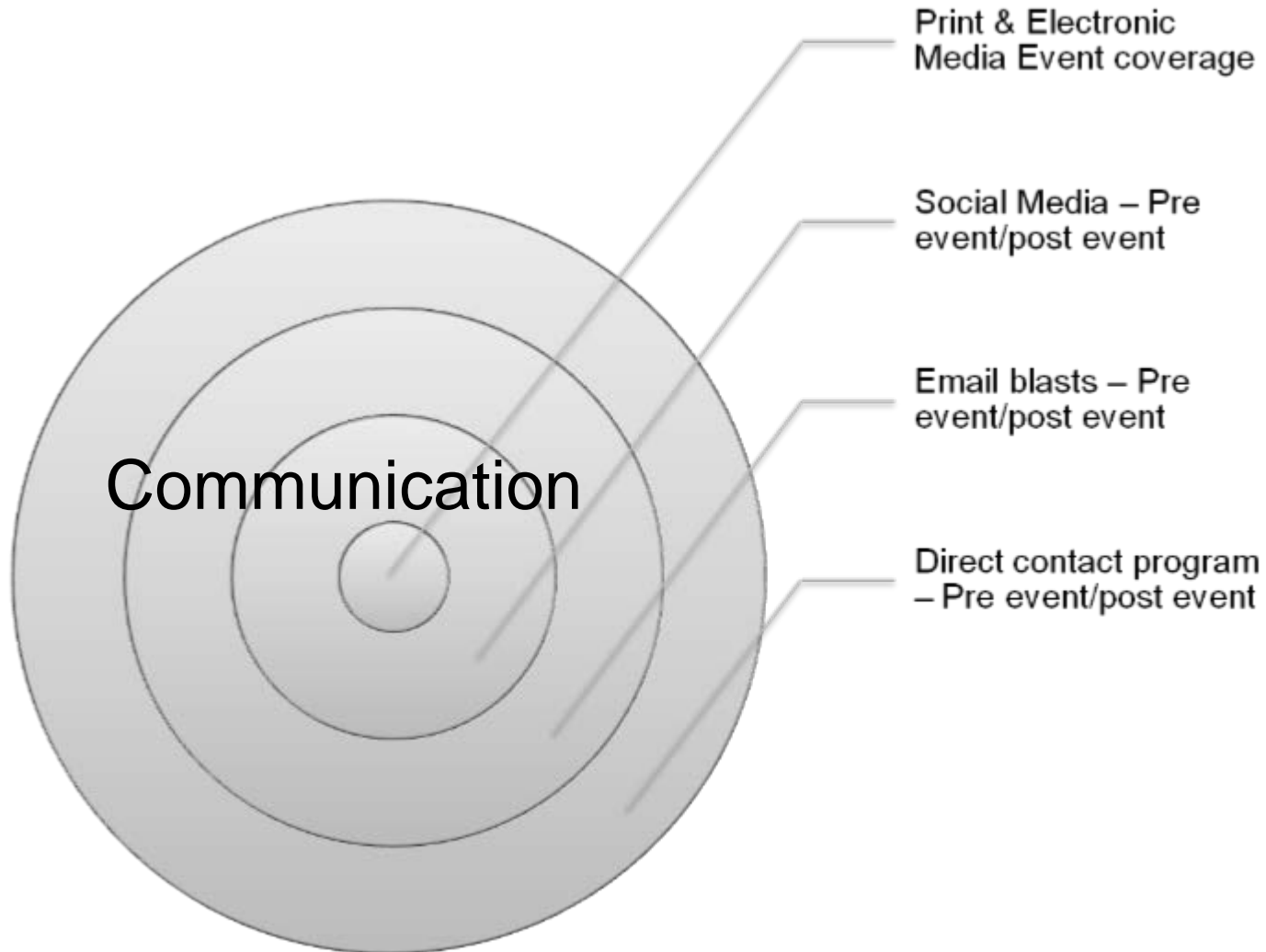
Delegate Fee

Non Residential:

1. Investors – Rs 10,000
2. Entrepreneurs - Rs. 5,000
3. Professionals: Rs 3,000/-
4. Professors - Rs. 100
5. Students: Rs. 500/-

Fees for needy students will be subsidized or sponsored by the organizers/sponsors on need basis on case to case basis

Promotion Plan



Promotion Plan

- 1.SMS – 3 Lakh SMS to be sent
- 2.Email Blast – over 5 lacs email sent on Database to people in various segments.
- 3.Extensive use of Digital Media, professional running campaign of Facebook, blogs and twitter.
- 4.Radio Promo

Promotion Plan

As a Main Sponsor (One)

“YOUR COMPANY will receive the below listed visibility & exposure during the event marketing cycle. The benefits and privileges associated with the Title-Partnership package are as follows:-

- “YOUR COMPANY to be entitled as “**Main Sponsor**” and the same will be communicated in all our communication/marketing collaterals which includes Ad-mailers and PR exercise.
- “YOUR COMPANY would get a “**Company Profile Screening**” during the program
- “YOUR COMPANY would get “**coverage on media partner’s channel**”
- “YOUR COMPANY special acknowledgement during breaks and after performances during the event.
- **Access to guest database after the event**
- “YOUR COMPANY corporate brochure to be a part of delegate kit .

Sponsorship Amount – Rs. 5,00,000 (Rs. Five Lacs only)

The event to be known as Main sponsor presents “BEN 2017” in Association with Associate sponsors (Maximum 2)

- One stand to display their product/services. Option to give branded merchandise to the participants.

- Extensive brand building

- Logos in all communications including print ad and in all media releases.
- Mention in media bytes.

- Rights to use event for company’s marketing.

- Option to send company’s promotion brochure with invite.

- Networking opportunities.

Sponsorship Amount – Rs. 2,00,000 (Rs. Two Lac only)

1. Diamond Sponsors- Sponsorship Amount Rs. 10,lacs

You will sponsor one of the Panel Discussion on one industry vertical like , Energy, Agro, Tourism, Real Estate

Governance etc. Your name will be displayed prominently during the panel discussion and the panel will be known by your company's name.

2. Gold Sponsors- Sponsorship Amount Rs. 7.5 lacs

You will sponsor the Business Case Presentation by the budding entrepreneurs and this presentation will be known by your company's name. Your company's name will be prominently displayed during the presentation.

3. Silver Sponsors- Sponsorship Amount Rs. 5 lacs

As a silver sponsor, you will sponsor the various breaks for and your company's video will be played during the break time.

4. T-Shirt Sponsor- Production of 600 T-Shirts

Your T-shirt will bear your company's name prominently Along with Other major sponsors.

5. BEN Kit sponsor - Production of 600 kit

A delegate KIT (Ben Kit) will a made of bio degradable material and you company's name will be prominently displayed on the cover of the Kit. The Kit will contain Pen, paper, Pad, Badge etc for the event. It can also contain a brochure of your company.

6. Hospitality Sponsor – Sponsorship Amount Rs. 500,000

As hospitality sponsor your name will be mentioned on the BEN's facebook page and web page, partner blogs, twitter and live stream

Thanks

Web: <http://ben.org.in>
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