



SWEDU

April 13, 2012 – April 15, 2012

Sponsorship Packet

F-29 Green Park Main Delhi, 110016
Phone: 9811416850

E-Mail: shabnamaggarwal@startupweekend.org Web: delhiedu.startupweekend.org

Introduction

Startup Weekend EDU is an intense 54-hour event which focuses on building a web or mobile education application which could form the basis of a credible business over the course of a weekend. The primary aim of SW is to teach entrepreneurship by experiencing it first hand. The secondary aim is to develop solutions to important problems in the world.

Participants

The weekend brings together people with different skillsets - primarily educators, software developers, graphics designers and business people - to build relevant applications and develop a commercial case around them. Past events have witnessed participants with various backgrounds e.g. teachers with 15 years of experience and teaching fellows (e.g. Teach for India) with two years of experience in public schools, college students and recent college graduates, NGO volunteers, business people with a range of experience, and serial entrepreneurs. A common thread that runs across them is the desire to change the world/local communities through entrepreneurship. Educators who have ideas on how to change the teaching landscape but without any connection to the technical community and developers who are in search for the right problems find each other in the same room.

We invite between 80 and 100 participants to attend the event with a special focus on attracting educators. The participants that attend a SW decide what they want to tackle over the weekend and come out at the end with several developed companies or projects. In turn, SW provides an unprecedented level of networking, team building, learning, and life changes for its attendees and their communities.

A few speakers, a number of mentors and a panel of judges are invited to work with the participants.

Past Success

SW EDU is a vertical under the Startup Weekend, a non-profit organization that was founded in 2007 in USA. Over the past four years, hundreds of startup weekends have been organized across the world. SW in India was launched in March of 2011 and 5 events have been organized across the nation. Details (including ideas and winners) of our most recent event in Delhi can be found at: <http://delhi.startupweekend.org/>.

The past event in Mumbai took place on February 10th 2012 at BigRock in Andheri (East).

SW EDU in India will kick-off on April 13, 2012 in Delhi.

Event Details

A typical weekend begins on Friday evening at 6 pm where everyone gets together; figures out who else is there; what would be interesting to build. 7pm: Pitches to the entire crowd. 8pm: Voting and teams formation. 9pm: Concepts solidification. 10pm: Team discussions with an attempt to paper prototype out applications. Saturday starts at 9 am when crowds pour in; work starts on development. Noon: Lunch. 3pm: More coding, business plan development, and a special guest (mentor, vc, sponsor etc). 6pm: Special guest drop-ins and pitches from the teams. 9pm: Gut check on the product; basic prototype building; group get-together for drinks and to talk about the products everyone is working on. On Sunday at 9am: The day's work starts again. Noon: Projects are being developed; live website with signup is possibly set up; more special guests drop in. 6pm: Sink or swim time for those looking for a weekend launch. 9pm: Presentations from each company; what worked, what didn't, what could go better and contacts are exchange for those continuing in the future.

Organizers

The organizers of SW are volunteers with a passion to bring change in the world by helping the entrepreneurial community. The organizers of SW EDU Delhi in alphabetical order include Annkur Agarwal , Anurag Agarwalla, Namita Dalmia, Nikhil Wason, Shabnam Aggarwal and Yatin Thakur. Their brief backgrounds follows:

- Annkur Agarwal: Retailer turned Technology Reviewer, currently doing babagiri at PriceBaba.com
- Anurag Agarwalla: Co-Founder of Learning Revolution. Worked previously at Booz Allen Hamilton and currently at Yammer Inc.
- Namita Dalmia: Electrical Engineer from IIT Bombay and MBA from Stanford. Worked with Intel and National Knowledge Commission. Co-founder of Pankhudi Foundation. Currently working at Education Elements in California.
- Nikhil Wason: A technologist to the core with an intense passion for aesthetics, music, and startups. Has organized various StartupWeekends around India.
- Shabnam Aggarwal: Electrical and Computer Engineer from Carnegie Mellon. Co-Founder of education technology social enterprise MILLEE, founder of The Teach Tour, Hindsight Conference, HobNob, current SVP at Datawind (Aakash tablets) running the education leg.
- Yatin Thakur: Social Entrepreneur & Editor, WiserEarth, building a completely new thinking process. He is also founder of Grameenomobia, a social enterprise for Farmers and Mesmobia a Premium Mobile VAS company.

Financials

Startup Weekend events are traditionally very 'lean' events. Funds are raised through sale of tickets and sponsorships, the details of which will follow. Funds are used for the purposes of event organization and promotional material including t-shirts, food, supplies, sponsoring free or discounted tickets to educators, sponsoring travel of teachers from rural areas, travel expenses for the facilitator, seeding further cities etc. Usually the venue is sponsored by a host/sponsor organization.

Sponsorship Options

Premiere

- :: Invitation to address attendees for 3 minutes.
- :: All benefits of the Platinum Sponsorship
- :: Four tickets to the event

Rs. 2,50,000

Platinum

- :: Custom survey of the startup community
- :: Invitation for a guest blog post on SW EDU Delhi
- :: Offer a prize to a team or individual via raffle/vote. (eg. iPhone, netbook, software)
- :: All benefits of The Gold Sponsorship
- :: Three tickets to the event

Rs. 1,25,000

Gold

- :: Identified in all media materials for Startup Weekend
- :: Company name/logo listed on SW EDU Delhi sites :: Thank you & recognition during Startup Weekend event
- :: Opportunity to hang banners at the event
- :: Hand out materials, swag, other relevant materials
- :: Two tickets to the event

Rs. 50,000

Silver (Meal)

- :: Company name/logo listed on city site of your choosing
- :: Thank you & recognition during the meal you sponsor
- :: Opportunity to display a sign or banner on the food table
- :: Hand out materials, swag, other relevant materials
- :: Option to pay food vendors directly
- :: Two tickets to the event

Rs. 25,000

Sponsor an Educator

- :: Open registration for one educator from rural area/NGO community, of your choice or we select.
- :: We will ensure that he/she will get travel reimbursements, and enjoy all the benefits of participating in the SW EDU

Rs. 15,000

Sponsor an Entrepreneur

- :: Open registration for one entrepreneur of your choice or we select.
- :: We will ensure that he/she enjoys all the benefits of participating in the SW EDU
- :: Also a great option if you just feel guilty for falling short on your last New Year's Resolution

Rs. 5,000