

April 10, 2021

# startrepreneur

An E-Cell MITAOE Initiative

## MITAOE EDF

Cultivating Aspirations  
Beginning a New Chapter, together

## BOOKIE

Talks about the  
best books

## BRAND NEW BEGINNINGS

Know more about  
new budding start-  
ups in India

## TRENDING

Advertising  
Strategies -  
Guerrilla  
Marketing



**HONEY KITHANI**

Angle Investor

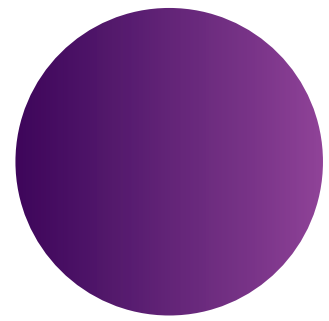


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MITAOE Entrepreneurial Development Foundation	

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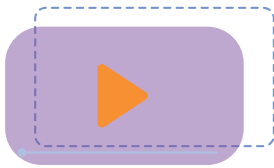


## ADVERTISING STRATEGIES- GUERRILLA MARKETING

Small scale businesses shut only because they fail to market their business. They think people will come by their own. No, this is not going to happen. You have to market your business effectively. Even if you can't go for conventional methods like electronic media, television media. You can use an unconventional method of 'Grasping the attention to Generate the Memory'. 'Guerrilla Marketing' is best for that.

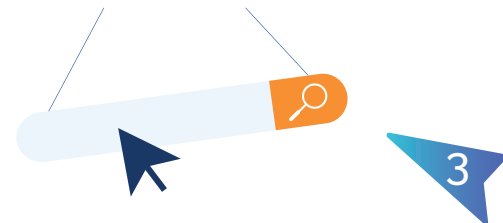
Guerrilla Marketing, Requires less money, helps to get quickly viral in your region, and unique one which will create memory and can become 'Talk Of A Town'. Here are 7 steps of Guerrilla Marketing -

**Viral Marketing** - is nothing but creating an extreme emotional engagement (unusual, delightful surprise) of customers or people which make them share or talk about the product. E.g. creation of emotional, surprising, funny, or unique videos on YouTube, which are then shared on Facebook, Twitter



**Presume Marketing** - Show your product in an unusual way, that is the exposure of a product or service through networking and public event. e.g.

**Experiential Marketing** - is experiencing your targeted customer with a bit of your product or service. This will engage a customer and create a memory.



**Wild Posting** - is posting your graphics, visuals, images, prints ads in an unusual and wild way such that it grabs everyone's attention.

**Ambient Marketing** - Ambient Advertising is about placing ads on unusual objects or in unusual places where you wouldn't usually expect to have an advertisement.

**Grassroot Marketing** - is targetting on a small group or network of a community instead of appealing to many people. Then this group or community will spread your message to a large audience.



**Rubb-off Effect** - is like taking advantage of the fame or trend of the people or events. e.g. Using a trend of a movie to sell your product

# The BOOKie

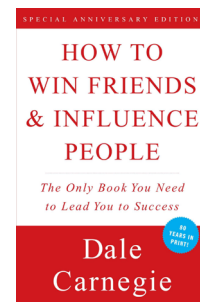
Being an entrepreneur is all fun until you realize that you're actually not as experienced as others. Your knowledge might not be at the same level as those who've been in the business for twenty years and that scares you.

These best entrepreneur books will give you basic knowledge about being an entrepreneur and share advice on what happens while on the journey to entrepreneurial success.

## How To Win Friends And Influence People

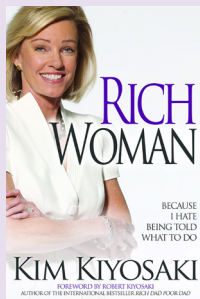
Dale Carnegie

A book, that will change your life forever. To become successful in your social life as well as to become a successful entrepreneur, you need to be perfect with dealing with people. And this is the book that shows the behavior of mankind and teaches us about how to get things and the people to our way of thinking.



## Rich Women

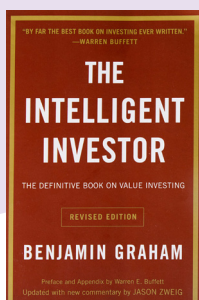
Kim Kiyosaki



Written by Kim Kiyosaki -the wife of bestselling author Robert Kiyosaki - RICH WOMAN is for women who insist on being financially independent without depending on a man, or others to take care of them. In her book, Kiyosaki applies similar moneymaking strategies that have made RICH DAD POOR DAD one of the great books of all time but in a voice that is aimed directly at women. No matter what your financial background is or your current job situation, RICH WOMAN provides the

## The Intelligent Investor

Benjamin Graham



This is the must-read book for every investor written by a mentor of Warren Buffett Benjamin Graham. This book is also known as the 'Bible' of investment. In this book, Benjamin told about aggressive investor vs defensive investor and also text about the nature of the stock market. This book covers all aspects of investment and contains lots of methods to become a successful investor.





# Brand New Beginnings

New  
*Beginnings*

Young minds in India capitalized this moment very effectively. The number of startups has grown from 7000 in 2008 to 50,000 according to the latest reports by KPMG. From nutrition to fashion, from grooming and lifestyle to commute, Indian startup ecosystem has spread exponentially in every sector. Here's a short discussion on early stage startups that have shown most promise in the past few years.

Lokal app was started in 2018 by Jani Pasha and Vipul Chaudhary. Lokal provides district and constituency-level local news, jobs, classifieds, and local information like weather, vegetable prices, and contact information of doctors and police stations in Telugu and Tamil languages. It also provides awareness content as videos and makes shows to flag fake news. In April 2020, Forbes featured Lokal founders Jani Pasha and Vipul Chaudhary in its 30 Under 30 - Asia - Media, Marketing & Advertising list of young innovators. In November 2020, Lokal was featured in Nasscom Emerge 50 awards 2020 under Bharat category as Trusted Hyperlocal Communities for non-English speaking users of India.



**Lokal App**

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INDwealth was founded in 2018 by Abhay Girnara, Amit Jain, Amrita Sirohia, Ashish Kashyap, Monika Dua, Pratiksha Dake. It is an Artificial Intelligence and Machine learning-based wealth management platform for HNI families. The platform enables consumers to track and organizes their financial life across different investments, expenses, loans, and taxes for a family and recommend to them actions to increase their returns and maximize their wealth. INDWealth is headquartered in Gurgaon, Haryana, India with offices in Delhi, Mumbai, and Pune.



CRED was started in November 2018 by Kunal Shah after getting a seed capital investment of \$1M. Cred is a platform where the consumers receive Cred coins every time the bill is paid through Cred. It helps the users to win exclusive rewards. Money is an asset so the money matters of the users are taken very seriously. In July 2020, the company claimed to be having 3 million CRED members actively using the CRED payments platform. The headquarters of CRED is present in Bengaluru, Karnataka, India.



# From the Coverpage Woman

If you had an extra hour in a day what would you have done?

I have recently discovered how important it is to practice mindfulness, I would dedicate the extra hour to do something that brings me peace and cheer like volunteering work, gardening and cycling.

What is your greatest learning outside of the entrepreneurship world?

One of the things that I believe I've learnt over the years is no matter where you are you should never stop learning, always be proactive. But most of all, I've learnt the virtue of being patient long before my years as an entrepreneur and it has immensely helped me in my journey as one.

Have you ever tried to do something and you knew that you were going to be really bad at it, but you did it anyway? And what was it?

I always had this fear and notion that I was average in business development and sales, but a little push from within and with the need to prove to myself I decided to wing it and give it a shot. I must say, it was worth it. Letting go of the fear made it so much more liberating and now, business development/business growth is one of my favourite avenues to work in.

What are two things you would put on your bucket list today?

The two things I'd add to my bucket list would be to visit all the eight wonders of the world. The other would be to learn to climb mountains and scale all of them till I've scaled the highest one out there.

Three words that best describe you

- 1) Driven
- 2) Open-Minded
- 3) Reflective

We all have an embarrassing story, this is quite quirky but again, we would like to know it too? And how do you manage to not find yourself in the same situation ever again?

I do remember this one time, I was in an important meeting with multiple stakeholders and suddenly a loud sound of a bollywood song broke amidst the brainstorming session, everybody was curious, turns out it was my phone, laying there on the table, ringing the melody of my embarrassment, because I had mistakenly set an alarm for 6 pm instead of am, ever since then, I never forget to check if I have set the right meridiem. Haha.

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.What were your thoughts about business and entrepreneurship before you yourself get into one?

Growing up in a family of entrepreneurs, business has always been in my blood and the entrepreneurship drive in me was inherent. I've always wanted to start and create something on my own and knew that irrespective of how many years I spend in a corporate job, it wouldn't make me happy. (I did work for a corporate for three years and my need for changing paths is coming from my experience.)



Do women and men entrepreneurs get to play on the same ground? What different reactions, rejections you faced being a women entrepreneur or in general while representing your startup?

As an entrepreneur, irrespective of gender, I believe getting your business started from the ground up is a task in itself. There are many obstacles that one has to face. Women have been known to be given unfair treatment in an earlier time, but times are changing and so are the opportunities in front of them. Having said that, luckily I haven't seen any biases and preferential treatment given to either of the genders. Given the advancement of our society, that playing field has been level for all and it is up to the person and how their work speaks for itself that decides that success.

Going on the streets to talk business must have been quite a task. Tell us some stories about your very first business interactions in the open world and how did you adapt to the changes in your work environment?

Firsts of anything are never perfect, and the same applies to business interactions. If I'm being honest, it was extremely intimidating, there were so many things to learn and unlearn, amidst all the interactions what I learnt is, "No feedback is bad feedback". There is always room for improvement. Here's the sequence of events that took place in the initial months of my journey that led me here - I joined 10000StartupsIndia to single handedly take care of StartupsXchange, the women entrepreneurs community platform connecting global investors to women entrepreneurs from India.

We planned to launch this platform through India's 1st Global Awards Ceremony (which was postponed due to Covid).

I was representing an unknown brand at India level as well as global level in my first month at this job a month before lockdown.

It was an exciting journey as I was having conversations with the best people in the industry. It helped me to get the best alliance partners later on even during lockdown. So, I was officially onboard of a Delaware LLC & Indian firm 10000StartupsIndia as Co-founder & progressed to be an angel investor in our IPs under the same firm in next few months.



Guide us through your day-to-day work at StartupXchange, also how does a typical day of an entrepreneur look like?

I work the regular 9-5 on some days, and on others, 5-9, but that is where the thrill is. The hustle is always on, but because I love what I do, it doesn't seem like work. Everyday isn't the same when you are an entrepreneur. However, I tried to generalize how my typical day looks like:-

1. Wake up and workout.
2. Plan my day & schedule.
3. Delegate/Plan tasks with my team members.
4. Getting ready after breakfast etc.
5. Working on planned and unplanned tasks as per business priorities.

Being an angel investor:

a. What are the top three things you look for in a startup.

b. Your views on an upcoming startup/startups who are absolutely killing it in their domain?

- a.
  1. A disruptive business model
  2. Product-market-fit
  3. Co founders expertise

b. There are many, but I can name sectors that are growing up and providing good returns to Investors:



How do you manage team interactions and their workflow? What sort of attitude goes into handling a team?

When it comes to my team management skills, I believe I am a very logical person. I believe in delegating tasks not just according to people's strengths but their comfort zones as well. There is a lot of understanding that goes into handling a team. I believe it is crucial to understand every member of your team and what it is that they can bring to the table and how they can add value with their skills. A good leader always puts their team first, and I believe in doing the same.

At last, what piece of advice would you give to college graduates/undergrads who want to become entrepreneurs?

Entrepreneurship is the fastest way to grow yourself and make money and grow your career, with more than 500 VCs in India, 1000Cr Seed Fund and other initiatives announced by Govt of India, several incubation centers, mentors, investors and more than 10 Startups joining 1 billion dollar value club each year.

I believe - an entrepreneur should be open to learning, unlearning and personal growth which involves overcoming failures and taking risks...If you have an idea that has potential, be fearless and go for it. Get yourself a mentor who can guide you through the nitty-gritties to bring you one step closer. At 10000StartupsIndia, we can help transform your idea into a startup, etc as per need arising from time to time.



# MITAOE ENTREPRENEURIAL DEVELOPMENT FOUNDATION

Cultivating Aspirations



## VISION

To be a leading contributor in the field of Incubation to cultivate, foster and stimulate the entrepreneurial aspirations and provide an ecosystem to create innovative, sustainable, profitable and job creating startups.



## WHY US ?

Because we'll help you with

- Networking Activities
- Dedicated Co-Working Space
- Marketing Assistance
- Market Research
- High-speed Internet Access
- Help with Presentation Skills
- Links to Higher Education Resources
- Links to Strategic Partners
- Access to Angel Investors or Venture Capital
- Comprehensive Business Training Programs
- Advisory Boards and Mentors
- Management Team Identification
- Help with Business Etiquette
- Technology Commercialization Assistance
- Help with Regulatory Compliance
- Help with Business Basics
- Help with Accounting/Financial Management
- Access to Bank Loans, Loan Funds and Guarantee Programs
- Intellectual Property rights assistance

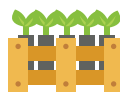
## MISSION



**1** To encourage and support students and youngsters to opt entrepreneurship as a career opportunity.



**2** To work and network with various organizations in the field of entrepreneurial development.



**3** To strengthen the local entrepreneurs by providing with the necessary information, knowledge, support and facilities



**4** To connect the start-up aspirants with the respective domain expert entrepreneurship mentors, consultants and investors



**5** To organise community level programs and conferences to develop the startup culture.



Mr. Tukaram Sonwane  
CEO  
MITAOE EDF

## PRESKILET

Mr. Dhanesh Pawar (CEO)

Mr. Shoaib Shaikh (CTO)

Seed funded by MIT EDF



Preskilet stands for presenting your soft skill set! Preskilet is the world's first professional video platform, At preskilet you can create your professional video resume containing videos about projects and achievements, etc. You can share your video profile with potential recruiters for increasing chances of placements, and also with preskilet your video profile is live on the website.

Preskilet is launched in MIT AOE Campus on Wednesday (10th March 2021), from the day of its launch preskilet acquired 250+ users and 150+ videos along with 2000+ video views in just 10 days.

Mr. Dhanesh Pawar, CEO & Co-founder is pursuing a Final year BTECH degree in information technology. He is efficient in marketing and Financial Planning. Mr. Shoaib Shaikh, CTO & Co-founder, pursuing a final year Btech degree in Computer engineering. He is building his startup with his marketing skills and communication skills.

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### Contact numbers

Tukaram Sonwane: 8087323146

Shailesh Bhokare: 9325233728

### Address:

MIT Academy of Engineering, Alandi road,  
Pune - 412 105, Maharashtra (India).

### Email Address:

edcell@mitaoe.ac.in



Mr. Shailesh Bhokare  
Manager  
MITAOE EDF





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## The Editorial & Content Team

- Tukaram Sonwane
- Shailesh Bhokare
- Dain Shaji
- Vaibhavi Chopade
- Anushka Yadav
- Shreyash Pani
- Shreyas Shingare
- Tejas Shar

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ecellmitaoe

Write to us at  
[ecell@mitaoe.ac.in](mailto:ecell@mitaoe.ac.in)

