

NORTHEAST

20  
22



NORTHEAST  
STARTUP  
FESTIVAL

IDEAS — INNOVATION — INCLUSION

IN ASSOCIATION WITH:



# ABOUT

## THE FESTIVAL.

The Northeast startup Festival is aimed to host a startup festival that will accelerate the trade and commerce of Assam and Northeast India.

The concept of this Northeast Startup Festival is to aim at bringing about socio, cultural and economic exchange across the South East Asian countries, with India, through the Northeastern states.



### VISION

To work on developing the startup ecosystem of Northeast India by making Guwahati as the startup capital of South East Asia.



### MISSION

To work on different problem statements of the State by promoting problem-solving startups of the Northeastern states.

## PROGRAMME DETAILS:

1

**NORTHEAST  
HACKATHON**

2

**BUSINESS  
EXPO**

3

**INTERNATIONAL  
EXCHANGE**

4

**CULTURAL  
EXCHANGE**

5

**STARTUP  
MEETS**

6

**STARTUP  
EXPO**

7

**SOUTH EAST  
ASIAN CONNECT**

8

**MUSICAL EVENING/  
FASHION SHOW**

9

**STARTUP  
PITCHING**

10

**BUSINESS  
CONCLAVE**

11

**TRADE &  
COMMERCE**

12

**WOMEN  
ENTREPRENEURSHIP**

# PHASES OF HACKATHON & STARTUP PITCHING

03

04

01

## EVALUATION

- Problem Statements
- Solutions
- Awards and Recognition

02

## PRODUCT DEVELOPMENT

- Innovation
- Mentoring

03

## INCUBATION & FUNDING

- Incubation
- Funding Support

## PARALLEL EVENTS OR BREAKAWAY SESSIONS

### DAY 1

#### 1<sup>ST</sup> HALF

- Inaugural Session + Keynote speaker
- Life as a startup CEO  
- discussion around what's involved as a CEO in a startup

#### 2<sup>ND</sup> HALF

- Hackathon
- NER Stakeholders round table meet -  
Focussing on Funding Avenues

### DAY 2

#### 1<sup>ST</sup> HALF

- Building iconic products / services (an eminent entrepreneur as a key note speaker for the session)
- Interaction with Invest India | Startup India  
(Exploring opportunities for NER Startups)

**2<sup>ND</sup> HALF**

- Hackathon
- Cultural Event / Exchange Program / Fashion Show (by local entrepreneurs)

**DAY 3****1<sup>ST</sup> HALF**

- Investors Session - Interaction with Investors
- Hackathon - Final Pitching

**2<sup>ND</sup> HALF**

- Celebrating Women Entrepreneurship - Discussion to foster the entrepreneurial spirit of women
- Cultural Event/ Exchange Program/ Award Ceremony

01 STARTUP MEETS

02 STARTUP PITCHING

03 WOMEN ENTREPRENEURSHIP

04 BUSINESS CONCLAVE

05 MENTORING

06 INVESTORS CONCLAVE

07 INCUBATION

08 CULTURAL EVENING

**HACKATHON FOCUS AREAS**

- UN SUSTAINABLE DEVELOPMENT GOALS
- APPLICATION OF AI & MACHINE LEARNING
- HEALTHCARE
- AGRICULTURE & RURAL ECONOMY
- APPLICATION OF BIOTECHNOLOGY
- SMART EDUCATION

**PROBLEM STATEMENTS**

- CENTRAL AND STATE PSU
- STARTUPS
- MULTI NATIONAL CORPORATIONS
- EDUCATIONAL INSTITUTES

# TARGET AUDIENCE:

- 1** Students – 350 Colleges across Northeast India.
- 2** Professionals – 2000 professionals across Northeast India.
- 3** Entrepreneurs – 1000 entrepreneurs across India .
- 4** Investors – 100 investors
- 5** Organisations – profit/Not for profit – 100 organisations.
- 6** Government – 8 state government

# HACKATHON TRACTION

YEAR	PROGRAMME	REACH	TEAMS	COLLEGE	PARTICIPANTS
2018	Assam Hackathon	12 Engineering colleges under ASTU	25	12	100
2019	Northeast Hackathon	300 colleges across Northeast India	92	300	450
2021	Ehackathon 2021	Northeast India	25	15	75
2022	Northeast Startup Festival	350 colleges across Northeast India	100	500	1000

## THE NORTHEAST STARTUP FESTIVAL 2022 IS HERE!

- The Northeast Startup Festival is aimed at bringing together the various aspects of the startup ecosystem across the North East in the form hackathons, business summits, startup conclaves, investor meets and others in the startup space.
- **Northeast Hackathon is a key programme of the Northeast Startup Festival.** We welcome you to the fourth edition of Hackathon which is a platform for identifying the best talents across the colleges of Northeast India. The competition is being organized for all students across Northeast India with an objective to develop solutions for the various problems faced by different industries pertaining to the identified sectors.

This time, the competition will be judged by eminent professionals, there will be mentoring session of the teams, and incubation support for best 10 teams.

### Please submit your Business Plan (B-plan) at

<https://forms.gle/7DCdw7Dy4hGBFTvD9> and get the chance to win prizes worth Rs.10 Lacs. The top three teams will be provided with advertising credits worth of Rs. 6 lacs.

The Northeast Startup Festival 2022 is organised by StartupAssam and Redlemon Technologies Pvt. Ltd in association with GPlus.

We look forward to your participation in the Northeast Hackathon.

**Last date of submission -**

PRIZE (Rs)	MENTORSHIP	SCALABILITY	INCUBATION
1,10,000	3	3	NA
2,75,000	3	3	NA
50,000	3	3	NA
Rs 4,00,000 cash prize & Rs 6,00,000 worth of advertising credits to winners	5	5	10

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Association Partners:



Co - Partner:



Knowledge Partner:



Event Partner:



Seed Funding Partner:



Travel Partner:



Cafe Partner:



FOR MORE DETAILS CONTACT:

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