



Collegiate Entrepreneurs Organization, Delhi University Report (2021-2022)

Founded in 2018, CEO DU has been pushing forward in its pursuit of informing, supporting and inspiring college students to be entrepreneurial and seek opportunity through enterprise creation. With the strong backing of its founding members and its diligent current members, CEO DU has seen the birth of various startups which are providing value to the society.

CEO's Entrepreneurial Pursuit

1. The Yarn Bazaar - A shark tank company (Live Project) -

It is a startup which successfully raised funding on **Shark Tank India**. It is a B2B marketplace revolutionising the textile industry. We prepared a research report for them on the B2B sector of numerous industries stating their funding history and USPs. We also prepared a **market entry strategy** for them to enter the **white-labelling segment** while identifying the key challenges.

It is due to the legacy of the CEO DU's network and current year's outreach that **CEO DU is the only society in SSCBS to work on a project with a shark tank funded startup - highlighting the entrepreneurial nature of CEO DU**. This has set a cornerstone in CEO DU's pursuit of relentlessly aiding startups. The jump that CEO DU has taken from engaging with local startups to Shark Tank startups is helping CEO DU in building an innovative and efficient community of thinkers and entrepreneurs. Over 15 members of CEO DU were engaged in the project.

2. Live Training (DB Portfolios) -

DB Portfolios is an early stage fintech startup which aims to create awareness and educate our fellow countrymen in achieving financial independence. It conducts weekly sessions

helping us to gain useful insights about the stock market while enhancing our finance knowledge. DB Portfolios also offered its premium subscription to over 10 members of CEO DU.

3. Enterprise creation:

Since CEO DU is an entrepreneurship society it has upheld its motive of creating new age innovative startups such as MyMoMa, Pitch Crafts, Fitteo. CEO DU helped the founders to produce their startup and launch it successfully into the market. It provided them the motivation to carry on and survive in the industry. The founders of the startups have inspired CEO DU and its members to create even more startups.

- **MyMoMa: My Moment Of Makeover**

My MoMa aims to provide businesses with a 'makeover' i.e. advice and suggestions to help queer and women-led small businesses improve their performance and implement changes that optimize their process in order to achieve success. This startup was founded by Tvisha Tuli, a member of Advisory Committee at CEO DU.

- **PitchKrafts:**

A company helping founders and businesses craft the most powerful **pitch decks, financial models, business plans and sales decks**. They are on a mission to help every founder in presenting and reaching out to investors in a better way, with a professional Pitch Deck and Business Plan. Aayush Sachdeva is the founder & CEO of Pitchkrafts who is a member of Advisory Committee at CEO DU.

- **Fitteo:**

Fitteo is the marketplace for workout programs. It helps trainers to build and monetize their online presence. It's the only app where you can **build, sell, buy, and do workouts in the same place**. Fitteo is founded by Shivansh Mehendiratta who is a member of Advisory Committee at CEO DU.

- **Innovative Designs:**

Innovative Designs is the brainchild of Bill J. Milisse, an entrepreneur at heart with a passion for Interior Designing. He's a Core Committee member at CEO DU, who launched his business during the second wave of Covid. The company specialises in interior design consultancy. The startup also provides commercial setting services like designing of work spaces etc.

4. Forbes 30 under 30 Interviews

We had conversations with a few people listed in Forbes 30 under 30, highlights of which are uploaded on the Instagram page. Here are a few people with whom we had the conversations:

Piyush Verma | Founder, Manush Labs

Neelam Jain | Founder & CEO Periferry

Gaurav Parchani | Co-Founder & Tech at Dozee

This offered CEO DU a chance to network with industry professionals. These engagements were exclusive to only CEO DU members. This also helped us to gain references from them for future engagements.

5. Pulse

Pulse is a 40+ page magazine which includes different aspects of a particular sector. In Feb-2021, we released an edition of Pulse which focused on the Gaming sector. It included an interview with **Piyush Verma, Founder of Manush Labs**, a report on gaming sector, editorials, startup of the month and deals decoded. We have a reader base of more than 150 subscribers to the Pulse report. We have **decoded more than 120 deals**. Our members got a chance to pen down the thoughts of the ecosystem. We are also working on the **latest edition of Pulse releasing next month**.

CEO DU's latest initiatives

1. CEO Deal Analysis

In order to help in the development of the members of our society and make them more accustomed with the various deals that are being made in the business world daily and also understand the functioning of the venture capital space, CEO-DU took an initiative of analysing the various deals in the business world and also understanding the underlying reason for deals between two business entities or organisations.

Some of the deals we analysed were -The **merger of convergent wealth management and Mercer global advisors, yonder's seed funding of 26 million dollars and many more**.

2. THE CEO TALKS podcast series

We conduct podcasts to connect with various business leaders from different companies like **BCG, Uber, freecharge** etc to educate people on diverse fields like **venture capital, evolution of short-video apps, corporate restructuring, basic attention token** etc.

3. Startup talks

In order to develop the entrepreneurial mindset of our members, CEO conducted various startup discussions. Under this we analysed many startups like Rapido, Mensa, Slice, Cred, Khatabook and many more on different aspects like **USP, market sizing, business model, funding ,porter's five forces, SWOT analysis etc. A session was conducted for each of the startups wherein we discussed about the startup. This helped the members in understanding the top startups of the decade and their business models.**

4. IIC-IQAC Initiative

We conducted a session with **Mr. Himanshu Jain** who is the **founder of StartedUp** which has **helped startups raise INR 10M+** in less than 12 months and is striving for the betterment of the startup ecosystem in India on Business Model Canvas (BMC). The session provided a great learning experience. The attendees were able to understand the visualisation and presentation of their startups and startup ideas better. The session involved great participation from different colleges across the Delhi University.

International chapters

1. International Executive Board

We at CEO conduct various monthly meetings with international chapters and their presidents. We will join the international executive board, consisting of 10 international chapters. We are glad to tell you that we are the first chapter from Asia on that board. The international executive committee works towards the better functioning of all chapters, hosting better monthly meetings and aiding each chapter via any possible medium. Through this practice, our members learned how to collaborate with international students and improve their interpersonal skills.

2. International CEO pitching competition

CEO community hosts a global pitching competition where 100 startups from the CEO global pitch in front of various investors. We are delighted to announce that we have been given a **direct spot in that competition** due to our exceptional performance and participation. This will allow students to bring the startup idea to an international platform, delve into the pros and cons of the business model they built, and get to know about other startup ideas.

3. CEO India

We are in talks with CEO global to appoint us as CEO India, which will enable us to exercise greater autonomy and streamline selecting new CEO chapters from across India, which will operate under our guidance. This will Maximise the number of entrepreneurs that the CEO can give to the world and help them deal with projects that have real-time influence.

4. Pitching Event

We are planning a two-week-long pitching event with CEO Tampa and CEO TCU where we will have cross chapter teams that will go through the entire life cycle of a startup (in a simulation) - from ideation to MVP stage to the funding round, etc. This will enable students to give their startup a definite shape which will be verified in a workshop that will be conducted in those two weeks.

Knowledge sharing sessions:

Various interactive knowledge sharing sessions were conducted by CEO DU for the organising committee members by the core committee members. This gave the new students an opportunity to explore **new interests** and familiarise themselves with **IT tools** that hold value in the **corporate world**. The new members networked with their seniors and continue to take their advice in **academics, extra curricular, live projects, internships, competitions etc.**

Social media presence:

The instagram handle of the CEO has seen an **impressive impression** of **13,000+** in the last 10 months. The page currently boasts a following of **565** and posts of **109**. Following are the series that we posted on our page explicitly from July 2021, and their corresponding benefits.

Series	Posts	Learnings
1.Startup series	<ul style="list-style-type: none"> • Startup of the week - zerodha • Startup of the week - curefit • Startup of the week - bharat pe • Startup of the week - stream anchor • Startup of the week - cred • Sebi boosting new age startups • Weekly Startup news 	Maintaining the essence of an entrepreneurial society, we posted weekly startup related news, kept track of startups, their fundings and performance in the share market . This gave the students an excellent opportunity to study business models of spotlight startups.
2.Covid 19 response series	<ul style="list-style-type: none"> • Swiggy • Amazon 	We analysed the innovative response of varied companies and businesses to covid 19 pandemic. Took a deeper understanding of supply chain and inventory management.
3. CEO TALK Podcast series	<ul style="list-style-type: none"> • All about venture capital by Akul Jindal • Evolution of short video apps in india with Pranav Obheroi • Corporate recruiting - mergers and acquisitions with Archit Arya • Basic attention token with Aakash Sinha 	Exposed students to different industries and their in depth analysis. Speakers were onboarded through cold mails and calls. Podcasts were recorded and moderated by the students themselves. This enhanced their communication, technical, editing and research skills. Received a good response from the audience as well.
4.Conquering crisis	<ul style="list-style-type: none"> • Kellog's • gillete 	Studied cases of companies in crisis and gauged valuable tricks and lessons.

Uniqueness CEO DU brought to the campus:

We have worked, interacted and networked with people across varied sectors and countries. We've given a head start to **new ventures like my momma, pitchkraft, fitteo and innovative designs**. We've networked and learned from the entrepreneurs who were featured in **Forbes 30 under 30** and completed a **live project with The Yarn Bazaar - A shark tank India backed startup**. We launched a series of our own **podcasts** which were moderated, recorded and edited by our students. We have a **global community** that hosts

multiple events and meetings on international events. This gives our students exposure to opportunities and invaluable learnings. We encourage entrepreneurial spirit and our students gain upskill with us through various projects. We are unique in the projects we accept, the learnings we impart and the spirit we encourage. No other university in India presently has a ceo chapter, **it is exclusively part of Shaheed Sukhdev College of Business Studies**. We take pride to be part of a gregarious and humongous international organisation that is occupied with driven individuals. We are the Indian chapter of the Collegiate Entrepreneurs Organisation, CEO.

Activities planned till the end of academic year:

As the academic year is coming to an end, CEO DU will be wrapping it up by **releasing its third edition of pulse** - its startup magazine, working towards **more forbes 30 under 30 interviews** while primarily focusing on **rebranding CEO DU to CEO India** which will provide greater autonomy to the organisation while at the same time working on the pitching competition associated with **CEO Tampa university** and **CEO Texas Christian University**.