



nest

Nurturing and Empowering Startups Together

PRESENTS

START अव

by nest

21ST FEB TO 5TH MAR

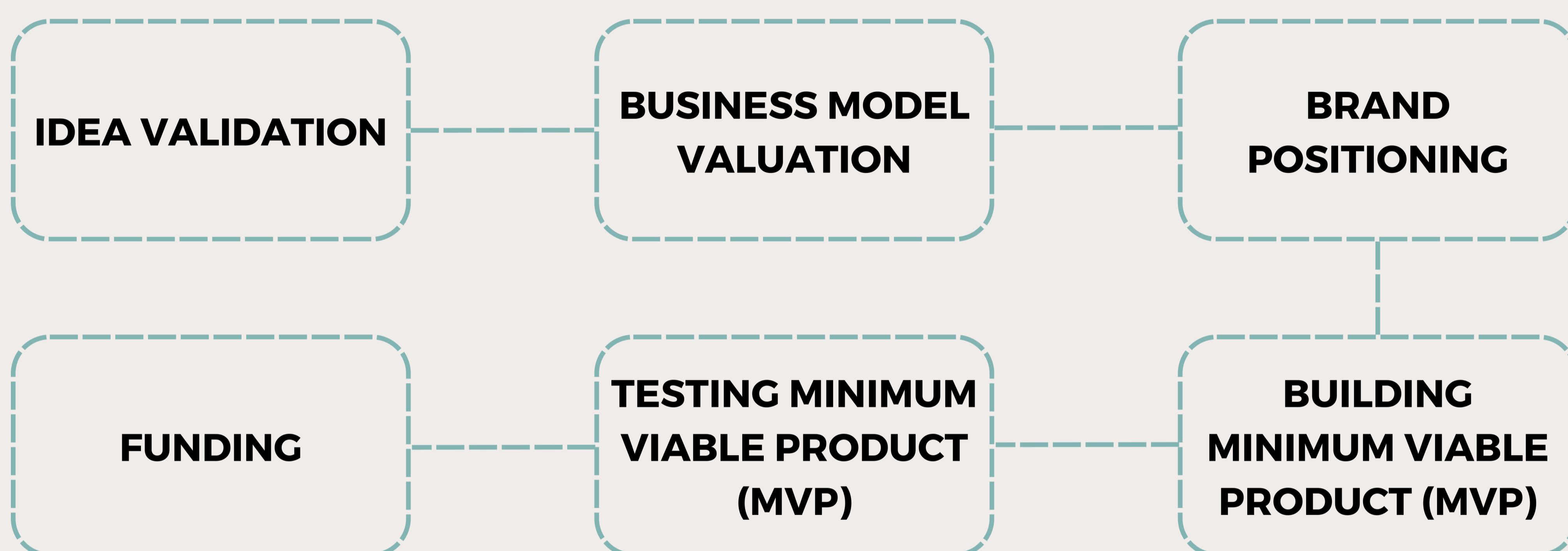
**THE ULTIMATE
ZERO-TO-ONE JOURNEY**

ABOUT NEST

nest

Nest is the Incubator and Innovation Hub of Sri Guru Gobind Singh College of Commerce (SGGSCC), established on September 1, 2022. Comprising a tribe of 30 passionate students, NEST is focused on enabling and making a difference by bringing to life the best startups from GGS. Hence, working day in & out to Nurture & Empower the Startups of SGGSCC Together.

VALUECHAIN



LAUNCHPAD

This initiative of NEST involves working with pre-seed & seed stage startups to solve their Research, Design & Content needs. This collaboration is done by the complete Nest team. This is important as it's crucial for Nest team members to work with professionals, sharpen their skills & in turn help GGS founders in a much more professional manner.

AIM & VISION

Nest believes that students working on entrepreneurial ideas can be empowered if they are provided with the right Framework, Team & Guidance. The following three principles are the holy grail or foundations of the working and operations of our organization:

- Framework
- Team
- Guidance

COMMUNITY

Bringing together everyone that shares the same interests & passion so that they can collaborate & grow together. To make this happen, Nest Team is building a Community comprising SGGSCC Alums that are seasoned founders & investors.



01

IDEA & RESEARCH

How to get an idea?
Different approaches to evaluate your idea
Communicating your idea effectively

PLANNING & BUILDING MVP

What is a minimum viable product?
What is the purpose of an MVP?
How to build an MVP?
Mistakes to avoid while an MVP

02

03

BRANDING

What is branding?
Why is brand structure important for startups?
What is branding process?
Who is your best customer?

PITCHING

What is pitching?
How to make a pitch for investors/ clients?
Tips to nail your pitch Types of pitches?
Preparation of QnA after the presentation?

04

Meet the speakers

IDEA VALIDATION

21 Feb @ 1:00 pm

1



SHUBHAM BANSAL
Co-founder @ Change Engine | Y-Combinator Alum

He is an entrepreneur who graduated from IIT Delhi. He's known for creating big changes in technology and social innovation. He started Leap Club, a startup supported by Y-Combinator, which is changing the way we live in cities.

Now, he's Co-founder of Change Engine, where he leads ACE-Impact. It's the top accelerator in India for non-profit organizations.

BRANDING & MARKETING

26 Feb @ 1:00 pm

2



SHREEDHA SINGH
Co-Founder & CEO @ The Ayurveda Co.® - T.A.C

She is the Co-founder & CEO of The Ayurveda Co., which is transforming modern wellness by blending traditional practices with innovation.

Before T.A.C, she founded KHADI ESSENTIALS, a luxury Ayurvedic beauty brand. She's also worked at well-known companies like BOMBARDIER and VE Commercial Vehicles Limited.

MVP & PRODUCT DEVELOPMENT

1 Mar @ 1:00 pm

3



ROHIT JAISWAL
Co Founder @ Bombay Shaving Company

He's an entrepreneur who is transforming the grooming industry as the Co-founder & Head of Product & Innovation at Bombay Shaving Company. His leadership since 2015 has been pivotal in the company's success.

Before his current role, He worked at Emel Group, focusing on sales and marketing strategies. He also played a key role in rural marketing at Crompton Greaves.

PITCH DAY

5 Mar @ 1:00 pm

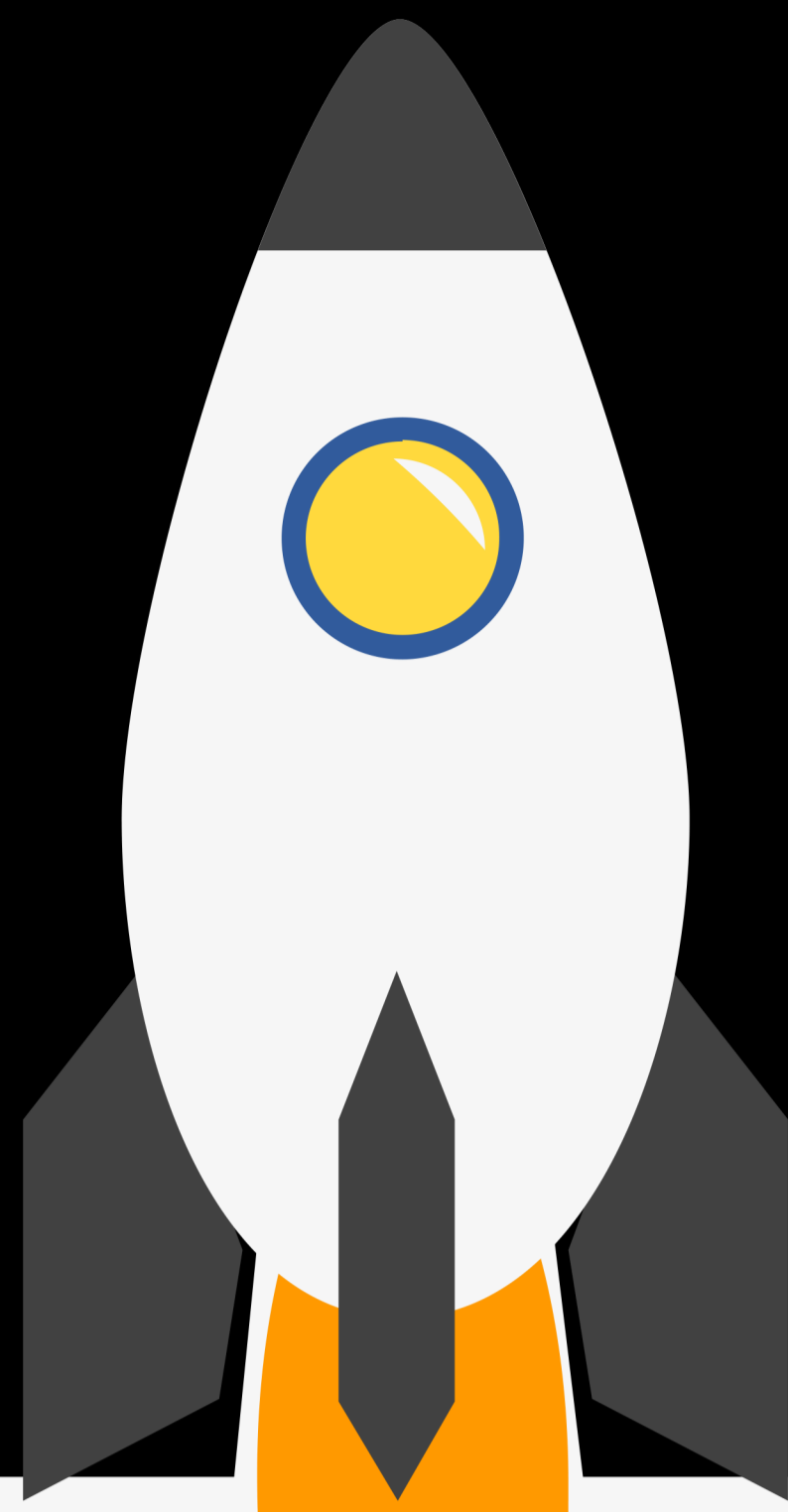
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SULAKSHAY DHALL
Founder @ Herd or Heard | Fellow @ GrowthX

He's the founder of Herd or Heard, where he works with founders to build pitch decks, financial models, and growth strategies. He's also a fellow at GrowthX and has previously managed funding operations and investor relations for the US-based fintech startup, Better.

Before that, he consulted for Fortune 500 companies at EY. Known for his problem-solving skills and ability to navigate challenges, he is a true wildcard in the industry.



01

IDEA

An idea is a plan, suggestion , or possible course of action.

WORK

An idea is a plan, suggestion , or possible course of action.

02

03

ANALYSIS

The act of studying or examining something in detail