

ANNUAL REPORT

nest

2023-24

ABOUT NEST

WHAT IS 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 SGGSCC. Hence, working day in & out to **Nurture & Empower the Startups of SGGSCC Together**.

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:** Mental Models and Techniques that are structured, simple, and ultimately guide students to work on their ideas more efficiently.
- **Team:** A right team is an essential component for the success of any business venture. Therefore, Nest helps students to connect and find the right co-founders for themselves. Moreover, the Nest team provides expertise in certain operational steps as well.
- **Guidance:** Nest through its connections with Industry Professionals, Seasoned Founders, and Investors provides student founders with strategic advice, essential for building and scaling the right way.

WHY BUILD WITH NEST?

♥ A community to learn, interact and grow with the relevant set of folks.

- A community of fellow student founders & aspiring founders to interact and engage on different topics.
- A team to introduce you to the right content (blogs, podcasts, events)
- Brainstorming sessions every week.

✂ Tools to create your first Minimum Viable Product (MVP)

- A team to help you visualize your idea (digital, physical)
- A team to introduce you to the set of business tools (software and websites) to quickly plan & launch your MVP.

Nest helps you out with the following;

💡 Provides you with the right structure to Validate your Idea.

- A full-blown playbook on How to Validate your Idea.
- A team to guide you along.

👤 Opportunity to Pitch the Idea in front of Mentors and Industry experts.

STRUCTURE BREAKDOWN - N.E.S.T

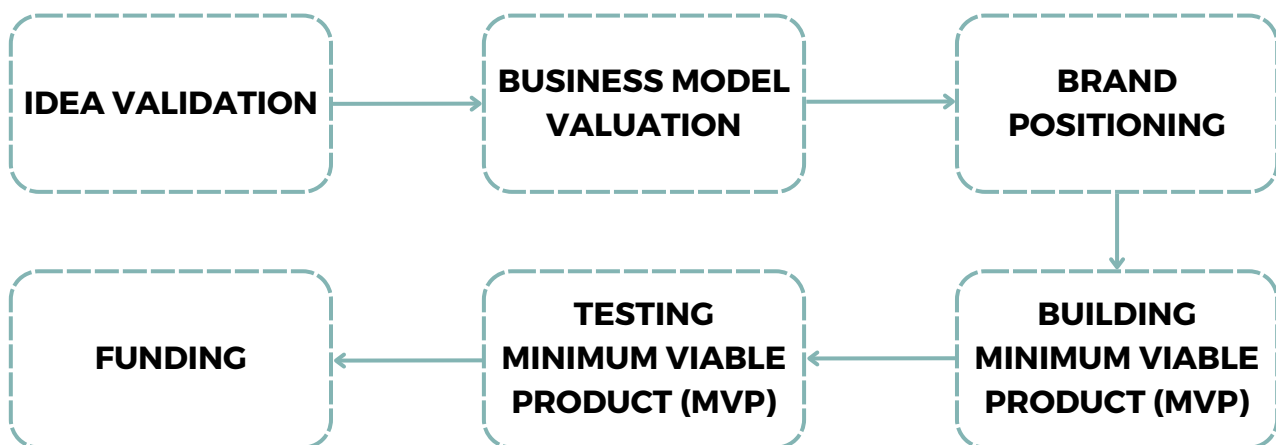
Nest understands that starting up in college is **not easy**. There might be doubts, fears, obligations, or peer pressure that might be pulling you away from taking that first step.

Keeping this in mind, the N.E.S.T team has designed a flow that will enable one to work on their passion projects in a **structured** way.

The process starts with deep diving into the **problem** one is solving, identifying **Core Users**, and researching **Industry** and **Competition** to ultimately enable one to make their **first MVP**.

Once there is Proof Of Work, this opens grounds to endless **possibilities**.

VALUECHAIN



OVERVIEW: SGGSCC ENTREPRENEURSHIP ENVIRONMENT BY NEST

As Nest began its operations - A lot of students were intrigued by the concept and were curious. Most of this interest was shown by students that already had a prior interest in entrepreneurship. Through observation, feedbacks - we came to understand that the majority of SGGSCC students can be categorized into

Small Business Owners-

Students running a side hustle from their home with the sole motive of earning a little extra money with no heed to economic moats and planning.

For example- Home Bakers, Gifting (Customised, Jewellery), and Shoe Reselling.

Recognized Startup-

A handful of students have a registered startup with the intent of making it big one day.

For eg- Doctor's Plaza is an Omnichannel Medical Consultation platform run by a pen-ultimate Economics Hons student

Enthusiastic
Students who just wish to learn more about startups and improve their business acumen.

With the intent to cater to these three users in mind & the wholesome aim to motivate more students to start something of their own - the Nest Team began different initiatives.

THE TEAM BEHIND NEST

PATRON, PRINCIPAL

DR. JATINDER BIR SINGH

TEACHER IN CHARGE

PROF. REKHA SHARMA

OFFICE BEARERS

ESHAN JAIN
(PRESIDENT)

VEDANT SINGH
(VICE-PRESIDENT)

UNNATI VERMA
(GENERAL SECRETARY)

TARIKDEEP KAUR
(JOINT SECRETARY)

EXECUTIVE CORE

PAWAN SINGH
(NEW INITIATIVES &
CULTURE LEAD)

MOHAK BANSAL
(SOCIALS LEAD)

VARUN MITTAL
(LAUNCHPAD LEAD)

SABHYA SHARMA
(LEARNEX LEAD)

DIVYANSH BANSAL
(COMMUNITY LEAD)

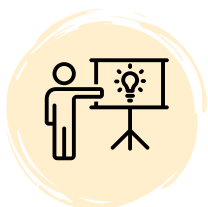
LEARNING BOOTCAMP - STARTअब

Startअब is a 2-week learning boot camp that includes intensive workshops and speaker sessions to familiarize youth with entrepreneurial principles and allow start-up culture.

We aim to provide participants with opportunities to work on real-life projects that will thrive them through different stages namely Idea Validation, MVP & Product Development, Branding & Marketing and finally gear up to pitch their ideas to founders.



It includes the following :



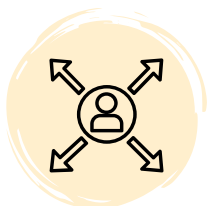
- **Pitching:**

Gain practice through dedicated sessions and honing skills to effectively present ideas. Engage in opportunities to refine your pitch and enhance communication proficiency.



- **Access to Mentors:**

Gain access to seasoned mentors offering valuable insights and support, drawing on their rich experience to guide and facilitate entry into new markets.



- **Exposure:**

The programme includes real-time startup situations such as idea validation, market analysis, customer discovery, product development, branding, and pitching.

DAY 1

IDEA VALIDATION

by

SHUBHAM BANSAL

- Session with Mr. Shubham Bansal marked the beginning of the StartAB boot camp, a two-week entrepreneurial program by NEST.
- His insights on Idea Validation, including understanding market size, achieving product fit, engaging with users, and creating a differentiated product, were deeply connected to the core objective of StartAB.



- His experience with building ACE-Impact at Change Engine, a Y Combinator alum, provided participants with a real-world example of the topics discussed.
- This session has set a strong foundation for the rest of the StartAB journey, equipping participants with the knowledge and tools to validate their startup ideas effectively. It was a great start to an event that promises to be a launchpad for many entrepreneurial dreams.

DAY 2

BRANDING AND MARKETING

by

SHREEDHA SINGH



- The second session of the StartAB boot camp, facilitated by Mrs. Shreedha Singh, Founder of Ayurveda Company, focused on Branding and Marketing. She shared her expertise on various aspects including content strategy, influencer collaboration, search engine optimization, crisis management, and branding strategies for startups.
- She also provided tips on how to boost the marketing game and the key focus points while doing branding and marketing.

This session, integral to the StartAB journey, equipped participants with the necessary tools to create a unique brand identity and market their startup effectively.

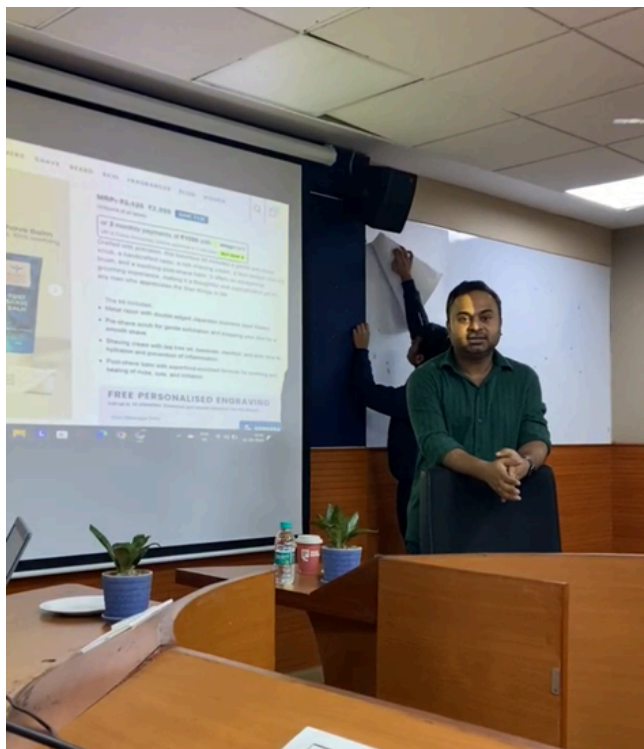
It was an enriching session that added significant value to the entrepreneurial journey of the participants at StartAB.



DAY 3

MVP AND PRODUCT DEVELOPMENT

by
ROHIT JAISWAL



- The third session of the StartAB boot camp, led by Mr. Rohit Jaiswal, Co-founder of the Bombay Shaving Company, delved into the intricacies of MVP and Product Development.
- Mr. Jaiswal shared his insights on the product development process, identifying the target audience, understanding the competition, estimating the market size, crafting the product story, and addressing unmet needs.
- His session was instrumental in guiding participants on how to develop a Minimum Viable Product (MVP) that resonates with the market needs.

This session, like the previous ones, added another layer of practical knowledge to the StartAB journey, preparing participants for the challenges of building and launching a successful startup.



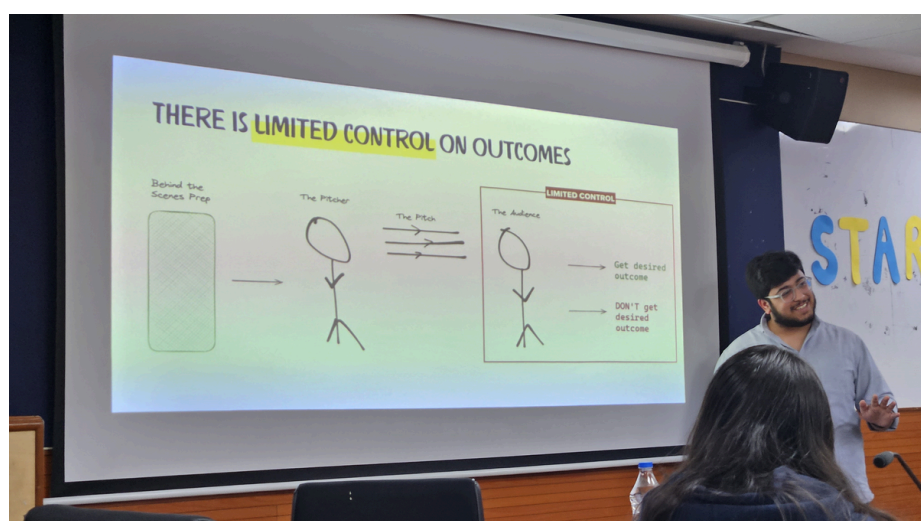
DAY 4

ART OF PITCHING

by

SULAKSHAY DHALL

- The final session of the StartAB boot camp was a masterclass on the Art of Pitching, conducted by Mr. Sulakshay Dhall, an expert in Pitching and Narrative building.
- He covered key aspects such as the concept of pitching, how to make a pitch for investors or clients, tips to nail your pitch, different types of pitches, and preparation for Q&A after the presentation
- His insights provided participants with a comprehensive understanding of how to effectively communicate their startup ideas.



This session marked the culmination of the StartAB journey, equipping participants with the final piece of the puzzle - the ability to pitch their startup ideas convincingly and effectively.

UPSKILLING SESSIONS & WORKSHOP

LINKEDIN WORKSHOP

On 5th December 2023, NEST held a LinkedIn workshop for its first-year members to help them improve their LinkedIn profiles. The workshop was aimed at providing the students with tips and tricks to enhance their LinkedIn profiles, build their personal brand, and make their profiles more attractive to potential employers. The workshop was conducted by Vedant Singh and lasted for 3 hours.

KEY TAKEAWAYS FROM THE WORKSHOP

Profile Picture and Background Image:

The workshop emphasized the importance of having a professional profile picture and a background image that represents your professional brand. The attendees were asked to get a professional passport-size photo beforehand for their LinkedIn profile.

The students were also helped in designing the background image that was a representation of their professional life.

Headline and Summary:

The workshop highlighted the importance of a headline and summary section, which are the first things that potential employers see when they view the profiles. They were also helped in writing a compelling summary, the workshop emphasized focusing on the achievements and quantifying them whenever possible, using metrics such as the revenue generated or cost savings. The skills section should be used to highlight your key skills and endorsements from colleagues.

Engaging with LinkedIn:

The workshop encouraged students to engage with LinkedIn regularly, by sharing articles related to their field, joining groups, and connecting with other professionals in their industry. By engaging with LinkedIn, students can build their personal brand, increase their visibility, and network with potential employers and colleagues.

In conclusion, the LinkedIn workshop conducted by NEST was a valuable learning experience for first-year members. The workshop provided students with practical tips and strategies to improve their LinkedIn profiles, build their personal brand, and increase their visibility on the platform. By implementing the key takeaways from the workshop, students can enhance their chances of attracting potential employers and advancing their careers in their chosen fields.

CAMPUS WALK



campuswalkindia.com



instagram.com/campus.walk/



[linkedin.com/campus-walk-india/](https://linkedin.com/company/campus-walk-india/)

Campus Walk, founded by Parv Jindal, is India's first startup offering guided tours of the University of Delhi, aiming to give students a real-life experience of being a DUite. The startup, which plans to expand to other campuses, offers services like a preference sheet generator, CUET insights, and a personalized college guide.

The NEST team, played a significant role in shaping Campus Walk's journey. We assisted in website curation, guide development, strategy formulation, negotiation with schools and colleges, conducting the first dry run, and making the startup student-friendly. NEST's contributions have been instrumental in Campus Walk's successful execution and student-centric approach.

INSPIRING TOMORROW'S SCHOLARS TODAY

TIFFIN MAMA



tiffinmama.super.site/



instagram.com/tiffin_mama



[linkedin.com/tiffin-mama/](https://linkedin.com/company/tiffin-mama/)



Tiffin Mama is a Delhi-based startup, co-founded by Pawan Singh, Divyansh Bansal, and Varun Mittal. It's a unique platform that bridges the gap between talented home chefs and customers, delivering delicious homemade food directly from the kitchen to the customer's doorstep.

Nest team provided a range of services, including idea validation through market research and surveys, business development with customer acquisition and logistics planning, branding with strategic product differentiation and logo design, and a pilot run to gather insights and make necessary adjustments. We also formulated marketing strategies and campaigns. The collaboration with Nest has evidently played a crucial role in shaping Tiffin Mama's journey, contributing to its successful operations and impact in the food delivery sector.

GHAR JAISA NAHI GHAR KA KHANA

ARTWORK CULT



artworkcult.com/



[instagram.com/artworkcult/](https://www.instagram.com/artworkcult/)



[linkedin.com/artwork-cult/](https://www.linkedin.com/artwork-cult/)

ArtworkCult, co-founded by Sabhya Sharma and Nishant Singh, is a unique startup specializing in personalized gifting products. They transform everyday items into personalized works of art, adding a touch of magic to the gifting experience.

The NEST team, played a significant role in its growth. We conducted market research, identified product offerings, created engaging content with 30+ reels and 25+ posts, provided strategic recommendations, and developed a website. NEST's contributions have been instrumental in distinguishing ArtworkCult from competitors and establishing its presence in the gifting category.

GIFTS TAILORED TO TELL YOUR STORY

MERGEDECK



<https://mergedeck.pro/>



<https://www.instagram.com/mergedeckpro/>



<https://www.linkedin.com/company/mergedeck/>

MERGEDECK

Mergedeck, co-founded by Eshan Jain and Suresh Garg, is a unique startup that provides an internet acquisition marketplace for startup founders and digital assets. Amid the rise and subsequent challenges in the Indian Startup ecosystem, Mergedeck offers a discovery platform for both founders and investors.

The NEST team, played a significant role in its development. We conducted market research, collaborated on product development, underwent a branding makeover, formulated a go-to-market strategy, and orchestrated a successful product launch. NEST's contributions have been instrumental in enhancing Mergedeck's capacity to connect startup founders with potential investors and establishing its presence in the market.

SCHOOLER



Schooler is an innovative educational platform designed for both students and teachers, offering personalized solutions to enhance academic experiences. The platform is segmented into two main categories: one for college students and another for school students.

For school students, Schooler addresses the challenge of limited educational resources by providing access to a vast library of personalized educational content. For college students, it offers a platform to discover internship opportunities and events relevant to their interests.

NEST team conducted comprehensive research, developed a robust Go-To-Market strategy, underwent a branding makeover, and orchestrated a successful product launch. These efforts have significantly enhanced Schooler's offerings and market reach, making it a standout in the educational sector.

BERYWILD

Berywild, founded by Medhavi Raina, is a unique streetwear brand that collaborates with skilled artisans to create contemporary everyday essentials. The brand's design language beautifully blends Indian art heritage with modern silhouettes, catering to Gen Z and millennials.

The NEST team conducted comprehensive research in the culinary space and market trends, delivered a competitive landscaping report, developed a robust Go-To-Market strategy, and facilitated potential collaborations. These efforts have significantly enhanced Berywild's product offerings, market reach, and competitive edge, making it a standout in the streetwear industry.

SUMMARY

NEST, the Incubator and Innovation Hub of Sri Guru Gobind Singh College of Commerce (SGGSCC), is dedicated to nurturing and empowering student entrepreneurs. Founded in 2022, NEST provides a structured framework, facilitates team formation, and offers expert guidance to student founders. Through initiatives like learning boot camps, workshops, and mentorship sessions, NEST equips students with essential entrepreneurial skills and fosters a vibrant startup culture within the college community.

The NEST team has played a pivotal role in supporting several student startups, including Campus Walk, Tiffin Mama, ArtworkCult, Mergedeck, and Schooler, providing services ranging from idea validation and market research to branding and product development. These collaborations have contributed to the success and impact of these startups in their respective industries.

Future Plans:

Looking ahead, NEST aims to further expand its support ecosystem for student entrepreneurs by:

- Increasing the scope and frequency of learning boot camps and workshops to cater to a wider audience.
- Strengthening partnerships with industry experts, mentors, and investors to provide students with more diverse and comprehensive guidance.
- Enhancing collaboration opportunities among student startups within and beyond the college community to foster innovation and synergy.
- Exploring initiatives to promote entrepreneurship awareness and education among college students through outreach programs and events, including a networking Mixer for DU-based incubators and a Speaker discussion with a Shark Tank founder.
- Setting a target of incubating 20 startups in the next year, aiming for an average of 2 startups per month.

By continuing to empower and inspire student founders, NEST endeavors to create a vibrant entrepreneurial ecosystem within SGGSCC and beyond, fostering innovation, growth, and impact in the startup landscape.