

ANNUAL REPORT

nest

2024 - 25

ABOUT NEST

WHAT IS NEST?

NEST, the startup incubator of Sri Guru Gobind Singh College of Commerce (SGGSCC), was founded on 1st September 2022 with a simple idea: To give student entrepreneurs a free platform to grow their small businesses and transform them into scalable startups.

What started as a campus initiative has now expanded beyond SGGSCC, engaging students, alumni, professionals, and industry leaders, while continuing to stay deeply rooted in empowering students of Delhi University.

VISION & MISSION

Our Vision

To become the largest student-run incubator of Delhi University, enabling young founders to dream bigger, build faster, and scale smarter.

Our Mission

We propel emerging startups to success through:

- A supportive ecosystem of peers, mentors, and innovators.
- Strategic resources such as funding access, market insights, and skill workshops.
- Guided mentorship to refine ideas, strengthen business models, and accelerate growth.
- Hands-on co-building support to transform concepts into scalable ventures.
- Funding opportunities to fuel early-stage innovation

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

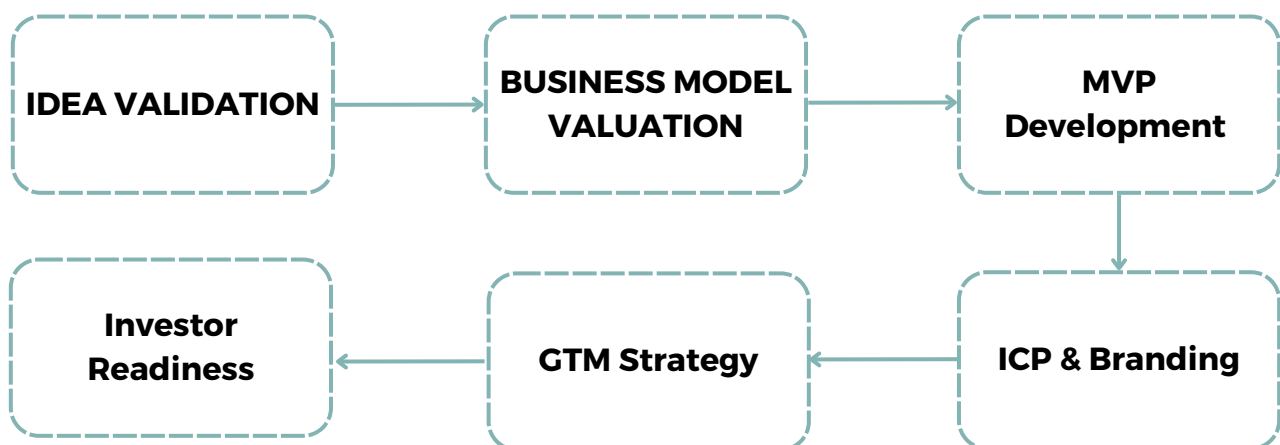
Nest understands that starting up in college is **not easy**. There might be doubts, fears, obligations, or peer pressure that might be pulling you away from taking that first step.

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 journey in 2022, students were drawn by the spirit of entrepreneurship. What started as a campus initiative has grown into the official startup incubator of SGGSCC – connecting students, mentors, and industry leaders. Today, NEST empowers innovators by bridging the gap between ideas and execution.

Student Ventures

Students are running small businesses as well as building startups across industries. More than 10+ ventures have already been incubated, with examples ranging from baking and clothing brands to healthtech and edtech platforms.

Mentorship & Resources

With 15+ mentors and multiple collaborations, NEST provides strategic resources funding access, market insights, and workshops giving students the direction and support needed to scale faster.

Community of Innovators

Over 60+ student innovators form a vibrant network of changemakers. Some join to learn more about entrepreneurship, while others take bold steps toward launching recognized startups.

With the intent to cater to every type of entrepreneur from enthusiastic learners to ambitious founders NEST acts as a launchpad, offering mentorship, resources, and opportunities to turn ideas into reality.

THE TEAM BEHIND NEST

PATRON, PRINCIPAL

DR. JATINDER BIR SINGH

TEACHER IN CHARGE

PROF. REKHA SHARMA

DR. KRITI CHADHA

OFFICE BEARERS

DIVYANSH BANSAL
(PRESIDENT)

PAWAN SINGH
(VICE-PRESIDENT)

SABHYA SHARMA
(GENERAL SECRETARY)

DEV AGGARWAL
(JOINT SECRETARY)

EXECUTIVE CORE

CHAHAT WAHI
(LEARNEX & CULTURE
LEAD)

RISHABH JAIN
(INCUBATION LEAD)

SAMYAK JAIN
(LAUNCHPAD LEAD)

NEEV DARYANI
(INCUBATION LEAD)

SHREYA MITTAL
(MARKETING LEAD)

NISHTHA GERA
(COMMUNITY LEAD)

MUSKAAN BOTHRA
(MARKETING LEAD)

RAJAT JAIN
(LAUNCHPAD LEAD)

SOCIOFY



 sociofy.life/

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

 [linkedin.com/sociofy_life/](https://www.linkedin.com/sociofy_life/)

Sociofy is an innovative app designed to make socializing effortless for newcomers who want to expand their circles. By allowing users to discover events aligned with their interests, connect with like-minded people beforehand, and attend together, the app encourages meaningful interactions and reduces the barriers of isolation.

The project reflects NEST's commitment to addressing real-life challenges faced by students and young professionals. By fostering communities and friendships, Sociofy contributes to a stronger sense of belonging and inclusivity within the entrepreneurial ecosystem.

CONNECTING PEOPLE THROUGH EVENTS

THC - THE HOUSE OF CHAAT

 Thehouseofchaat.in

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

 [linkedin.com/thc/](https://www.linkedin.com/thc/)



Project THC revolves around product development, branding, packaging, and marketing of a food delivery startup. The startup differentiates itself by promising quicker delivery times, addressing a common pain point for urban customers seeking convenience.

NEST's involvement ensures a strong foundation for THC, from creating its identity to shaping its go-to-market strategy. The project underlines the importance of speed, efficiency, and customer satisfaction in India's competitive food delivery market.

DELIVERING FOOD FASTER, SMARTER

FITIN



<https://fitin.club/>



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



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



Project Fitin focuses on providing personalized health solutions tailored for founders, hustlers, and working professionals who often struggle to balance work and well-being. By leveraging customized approaches, Fitin ensures that productivity and health go hand in hand, helping individuals sustain their entrepreneurial journeys with energy and focus.

Through its targeted programs, the project highlights the importance of mental and physical wellness in high-pressure work environments. It reinforces the idea that long-term success is driven not just by hard work but also by a strong foundation of health and resilience.

THE GARDEN COACH



The Garden Coach specializes in transforming unused balconies and terraces into beautiful, functional spaces. With customized and cost-effective solutions, the project provides a sustainable approach to urban gardening, blending design with practicality.

It promotes a healthier lifestyle and greener urban environments, encouraging people to reconnect with nature even in compact city spaces. By doing so, the Garden Coach taps into the growing demand for sustainable living and wellness-driven home solutions.



MEDYATRA



Medyatra partners with individual clinics and small-medium hospitals to make travel more affordable while ensuring quality treatment. They offer a real time cost comparison tool and smart patient allocation using AI. The brand offers distinct portals for the doctors and patients for efficient patient workflow and seamless appointments.

MAKING MEDICAL TOURISM SIMPLE

MERGE DECK



<https://mergedeck.com>



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



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

Mergedeck, founded by a former NEST President, is a platform that facilitates the buying and selling of businesses. By streamlining this process, the project provides an ecosystem for entrepreneurs, investors, and companies looking to scale or exit.

NEST's contribution in research and product development strengthens the platform's foundation. The project showcases how alumni-driven initiatives can evolve into impactful ventures that bridge gaps in India's growing startup economy.

SIMPLIFYING BUSINESS BUY & SELL



SGGSCC
STUDENT STARTUP

IRYSH



Irysh is a demi fine jewellery brand offering 18k gold plated stainless steel jewellery which is coated with physical vapour deposition. The brand offers anti tarnish, water and sweat proof, hypoallergenic jewellery and aims to simplify jewellery care with a jewellery care kit with every order.

DEMI FINE JEWELLERY AND IT'S CARE



SGGSCC
STUDENT STARTUP

BARECLAY



Bareclayco offers trendy, high quality ceramics at lower prices, making them more accessible. By sourcing from established manufacturers and focusing on strong branding and organic marketing, they bridge the gap between affordability and aesthetics.

SIMPLIFYING BUSINESS BUY & SELL

DESI RITUALS



Desi Rituals is a handmade Ayurvedic-based skincare brand that combines traditional wisdom with modern branding. NEST has been working closely with the startup to build its brand identity and develop its minimum viable product (MVP).

This project highlights the importance of sustainability and cultural heritage in entrepreneurship. By supporting Desi Rituals, NEST fosters innovation rooted in India's Ayurvedic traditions while positioning the brand for success in the natural skincare market.

ADVENTURE MONK



Adventure Monk is building a B2B2C platform that bridges the gap between adventure sports businesses and customers. By creating an accessible marketplace, the platform aims to expand the reach of adventure providers while offering enthusiasts curated options to explore.

The project represents the spirit of innovation by tapping into India's fast-growing adventure tourism sector. With its unique model, Adventure Monk not only supports businesses but also contributes to building a culture of outdoor activity and experiential travel.

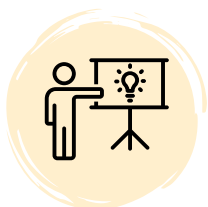
STARTअब - THE ANNUAL FLAGSHIP EVENT

Startअब 2025 was the annual flagship event organized by NEST at SGGSCC, DU. The two-day celebration of entrepreneurship was designed to give students a platform to compete, collaborate, and learn. By bringing together aspiring entrepreneurs, innovators, and mentors, the event fostered creativity, strategic thinking, and practical problem-solving in a high-energy environment.

Day 1 featured Dare 2 Compete, where participants showcased pitching skills and strategic decision-making through Pitch the Deck and Bid to Build. Day 2 focused on Soch Se Success, including sessions like Decoding the D2C Revolution, Challenges & Case Studies, and Mastering D2C, aimed at building analytical and execution capabilities. With prizes worth ₹15,000, Startअब 2025 offered an immersive platform to test ideas, learn from peers, and refine entrepreneurial skills.



It includes the following :



- **Pitching & Communication:**

Sharpening the ability to present ideas effectively under pressure.



- **Analytical & Strategic Thinking:**

Solving real-world business challenges and case studies.



- **Collaboration & Decision-Making:**

Working in teams, making investment decisions, and simulating real-world entrepreneurial scenarios.

DAY 1

D2C

DARE2COMPETE

- Day 1 of Startअब 2025 was dedicated to Dare 2 Compete, a high-energy showcase of entrepreneurial skill, creativity, and strategy. The day kicked off with Pitch the Deck – The Ultimate Startup Showdown, where participants presented their business ideas, practiced structured communication, and received critical feedback from mentors and peers.
- Following this, participants engaged in Bid to Build – Startup Auction Arena, where they acted as both founders and investors. They analyzed startup concepts, valued them strategically, and placed bids in a competitive setting, simulating real-world entrepreneurial decision-making.

DARE2COMPETE



- The day combined competition with hands-on learning, pushing students to think on their feet, defend their ideas, and collaborate effectively with teammates. Every interaction encouraged participants to refine their problem-solving skills and sharpen their business acumen.



- By the end of Day 1, students had not only tested their pitching and analytical abilities but also gained practical insights into entrepreneurship, teamwork, and risk management—laying a strong foundation for the next day's strategic sessions.

DAY 2

SOCH SE SUCESS



- Day 2 focused on Soch Se Success, designed to develop analytical thinking, business strategy, and practical execution skills. The day began with Decoding the D2C Revolution – Challenges & Case Studies, where participants analyzed real-world business problems and presented innovative solutions within time constraints.



- Next, Mastering D2C: From Vision to Victory guided students through the journey of building scalable direct-to-consumer ventures. Sessions covered market research, business modeling, and practical strategies for growth, combining theoretical understanding with actionable insights.

Participants collaborated in teams, discussed ideas, and received mentor feedback, creating a dynamic learning environment. This interactive format encouraged analytical thinking, creative problem-solving, and strategic decision-making in real-world business contexts.

By the conclusion of Day 2, students walked away with strengthened entrepreneurial confidence, practical business knowledge, and the ability to translate ideas into executable strategies, reflecting NEST's mission of blending learning with competition.

**SOCH SE
Success**

AICTE

NEST AT AICTE – SCHOOL OF THOUGHTS



The experience highlighted the importance of collaboration between institutions and innovation bodies, motivating NEST to expand its impact.

- Invited to the School of Thoughts event organized by AICTE under the Ministry of Education's Innovation Cell.
- Engaged with thought leaders and innovators, gaining perspective on fostering entrepreneurship at the institutional level.
- Strengthened alignment with national initiatives promoting innovation and startup culture



STARTUP MAHAKUMBH

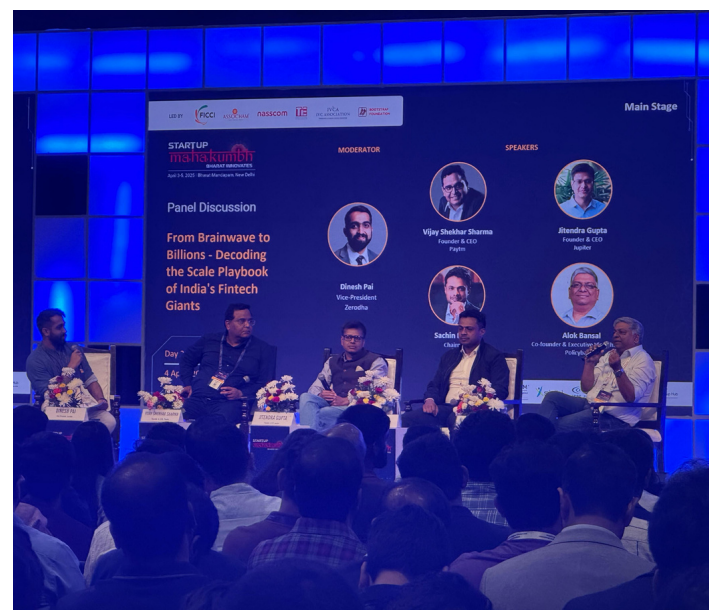
NEST TEAM VISIT AT STARTUP MAHAKUMBH



- Engaged with industry leaders, visionary founders, and early-stage innovators across disruptive sectors like AI, AgriTech, D2C, and DeepTech.
- Gained valuable insights into what it takes to build, sustain, and scale impactful ventures in today's dynamic startup ecosystem.
- Strengthened networks and exposure, enhancing NEST's capacity to guide and support student-led startups.



Overall, the experience reinforced our belief in the potential of student innovation and renewed our commitment to empowering the next generation of entrepreneurs.



MIXER EVENT AT IITD

NEST AT AY VENTURES NETWORKING EVENT, IIT DELHI

- Interacted with startup founders, mentors, incubators, and investors, gaining exposure to diverse perspectives in the entrepreneurial ecosystem.
- Explored opportunities for collaboration and mentorship to strengthen support for student-led ventures.



Overall, the event provided NEST with valuable connections and insights, furthering its mission to empower budding entrepreneurs.

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 is committed to scaling its support ecosystem for student entrepreneurs with measurable goals and impactful initiatives:

- **Expanding Learning Programs:** Deliver workshops and training sessions to 200+ students annually, ensuring hands-on learning in entrepreneurship and innovation.
- **Strengthening Mentorship & Networks:** Build a mentor pool of 15+ industry experts, investors, and startup founders, providing diverse and practical guidance.

Startup Growth & Support:

- **Incubate 20+ startups** over the next year (targeting an average of 2 startups per month).
- **Launch an Acceleration track** for 5+ high-potential startups to prepare them for funding and scale.
- **Fostering Collaboration & Community:** Enable 7+ strategic collaborations with incubators, accelerators, and student entrepreneurship cells across DU and beyond.
- **Entrepreneurship Awareness & Outreach:** Conduct 3–4 outreach programs and networking events, including a DU Incubator Mixer and a flagship speaker session with a Shark Tank founder, to spark entrepreneurial spirit among students.

By achieving these milestones, NEST aspires to create a vibrant and scalable entrepreneurial ecosystem within SGGSCC and the wider student community, fostering innovation, collaboration, and measurable impact in the startup landscape.