

# MARKET BEAT

Conceptualized and Compiled by Surya Dashrath





**M**arket beat is an initiative of SIMS and Entrepreneurship Cell, which provides a platform to the budding Entrepreneurs. It is a day long event wherein participants are given an opportunity to put their ideas to action, show case their marketing skills to attract customers and find innovative ways to run their business in order to gain maximum possible profit.



India currently has around 3100 startups in the technology product and digital space .  
India is the 3rd largest startup ecosystem globally adding 800 startups annually.  
By 2020 there would be more than 11500 startups, employing over 2.5 lakh people.



## What the Participants had to say?

An awesome opportunity for young entrepreneurs like us which gave an insight on various aspects of marketing and operations. We got a platform to learn from our mistakes. We realized that interacting with customers was not easy, answering their queries made us understand the amendments we need to make for our project to be successful. We are sure this activity will help us in future. We thank E-Cell and SIMS for giving us this opportunity.

- Krunal & Karthikeyan

A very good opportunity provided by E-Cell, we learnt a lot and realized the difference between thinking and applying when it comes to entrepreneurship.

- Tanmay Bhagwat & Ankit Manglik

Customers said ...



YUMMMY UNSUNK-Too Good

- CUPCAKES AT AROMAS!!
- AROMAS-BROWNAE... MMM :)
- Persian Omlette is amazing

All booked up! who's ur business

WIZ KID - Solution 2 all problems of happy...

- SPANISH OMLETTE IS AMAZING!! AT "LIL EGGETRA"
- PANI PARI AT UNSUNK IS MOUTH WATERING
- Chocolate mousse at UNSUNK is amazing
- E-Ride -> Khao aur Pachao
- Windows update at !!





# WINNERS of Market Beat 2015



## F&B

- Presto
- Aromas

## Non- F&B

- Magnifique
- Day to Day



## From the campus entrepreneurs- Creativa

*'The entrepreneur always searches for a change, responds to it and exploits it as an opportunity'*

Working on these lines of Peter Drucker – the idea of CREATIVA came into existence. Late and irregular delivery, mishandling of clothes and low quality of washing made us realize the necessity of students to get clean clothes on timely basis. Hence we set up Creativa, an in-house laundry service with 24-48 hours of delivery time after winning Market Beat 2014 by the support of E-Cell. We were given basic requirements like water, electricity and space by E Cell.

Experience with Creativa

came with its share of ups and downs. There were times when all the three partners cherished the growth of the business and then there were times when all three would go crazy trying to solve the business related problems.

Making a B-plan is quite different from implementing it. In fact a B-Plan is just 2-3% reality of the actual business model, we tend to miss out many points which play a game changing role in the real business. Now after working for a year on the business model, we have learnt to give necessary weightage and importance to each and every factor be it finance or hygiene of the shop.

In order to learn something you need to get your hands dirty. There have been times when we have ourselves handled students' clothes, cleaned the area and worked for a number of hours at a stretch on the financials.

Entrepreneurship is not just about money, it is about learning every day. After all either you can work for yourself to achieve your dreams or work for someone else to realize theirs. We have proudly made the former choice.

- Team Creativa

**“I’m convinced that about half  
of what separates the  
successful entrepreneurs from  
the non-successful ones is  
pure perseverance.”**

**- Steve Jobs**

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