

The 7th International Entrepreneurship Conference held at Great Lakes

- The annual is conference hosted by the Centre for Innovation & Entrepreneurship (CIE)
- The winners of various B-Plan competitions received prize money and funding opportunities worth USD 160000

Chennai, February 18, 2015 – Great Lakes Institute of Management organized its 7th International Entrepreneurship conference at its campus today. The Conference was based on the theme – “Edupreneurship in India - How do we make it work?” The event kicked off with a tribute to entrepreneurial spirit and witnessed eminent industry professionals, senior academicians and students’ participation.

The Chief Guest for the occasion was Mr. Sandeep Aneja, Founder CEO – Kaizen Private Equity and the Guest of Honor was Mr. Jayan Ramankutty, Founder - Nimbus Technology, empowerTel Networks, Lara Networks, YuMe Networks and KRK Ventures LLC. International President –BITSAA.



Inaugurating and welcoming the session, Prof. Bala V Balachandran Founder, Chairman and Dean, Great Lakes Institute of Management, said, “We at Great Lakes always endeavor to encourage the entrepreneurship spirit amongst our students. Today’s dynamic discussion between the corporate leaders, educationalists and our students gathered some interesting aspects on the theme Edupreneurship and how it can enhance the Indian economy.”

Prof. K C John, Co-Convener, 7th IEC and Director - Orchid Pharma Center for Excellence In Technology, Innovation and Technopreneurship, presented useful tips on making a pitch to the contestants to the audience.

During his speech, Mr. Jayan Ramankutty said, “As long as you have clear vision and good plan you will definitely succeed. Do not let lack of capital push you back.” Speaking on the occasion, Chief Guest, Mr Sandeep Aneja questioned, “A company is a culture. It is a set of like-minded people. What worries you in starting a new company? Market Size, cash flow or its value?? Is there a bubble in new startups that are valued very high?” He further spoke about how technology penetration is low in Indian education market and hoped to see some great companies in future that will be founded by Great Lakers.

The event also witnessed a Panel discussion on “Technology Adoption in Education - Incremental Gains or Disruptive Shifts and what it means for Entrepreneurs” moderated by Mr. Mohan



Lakhamraju, Vice-Chairman, Great Lakes Institute of Management. The panelists for the session were Mr. Kaushik Bellani, Vice President and Managing Director, McGraw Hill Education (India) Pvt. Ltd, Mr. A P Ramabhadran, Senior Vice President, Education Services, Manipal Global, Mr. Manikandan Thangarathnam, Director – Amazon Kindle project and Mr. Zishaan Hayath, Co-founder at Toppr.com.



The Highlight of the day's event was the Prize Distribution to the winning teams of Business Plan competitions – “KAIROS.2014” & “Hyperion 2015”. The winners of “KAIROS.2014” B Plan received prize money of Rs. 3 lacs and a funding opportunity up to USD 160000, sponsored by Menda Group of UAE, that will help them seed the venture, subject to enhancements and value add the plan within 4 weeks and re-present.

The event also announced 1 winner and 2 runners up of “Hyperion” - the Annual B Plan Competition of Great Lakes from amongst 6 finalists. The winner of “Hyperion 2015” was Team Kiwi, who received 1 lac Prize money and will eligible for funding up to USD 100000 by VILLGRO subject to meeting criteria.

The session came to an end with Prof. Vaidy Jayaraman, Associate Dean – Great Lakes Institute of Management honoring the guests with memento and a concluding note that Great Lakes always believed in promoting entrepreneurship and will continue to do so. Prof RS Veeravalli, Director PGXPM, faculty mentor - CIECOM, proposed vote of thanks.