The UPSTART festival shall be a gathering of the North East India’s best entrepreneurs, founders, investors, and mentors. It shall feature high quality content, from back-of-napkin ideas to champagne-popping exits, across two days of keynotes, interactive how-to sessions, thought-provoking predictions, and a healthy dose of irreverence.
25+ Events (Workshops & Sessions)
100+ Creators
50+ Speakers
100+ Funders
8 Neighborhood States
25+ Startups launched
50+ Artists
50+ Start Up Partners
Start Up Fest Opening

During this event in the ancient kingdom of Kamrupa in Guwahati, will welcome national and international keynote-speakers and will facilitate match-making between investors and startup entrepreneurs from Assam and all over the North East Region at the Startup Garden.

The Startup Future

Get inspired on themes as 'Create the Future' and 'Fund the Future' and join the festival inspiring event where corporates, startups, scale ups, investors, entrepreneurs and talents connect and interact.

Startup Village

Demo booths for Startups to showcase their work, product or technology and pitch for funding to funders / investors

Invest in Startups

Funders & Investors will meet startups and will get opportunity to invest in best ideas & startups on the spot!

Pitch & Launch!

Startups will pitch their ideas in front of investors and funders and enter into collaboration.

Startup & Dance!

Imagine 100 + startups, VCs, coders, corporates and students... dancing to the music of the best deejays! This will be the ultimate celebration of the results at the end of this Startup Festival.

Startup Award 2016

Select and recognise the best startup entrepreneurs for 2016, selected from the finalist applicants.

Prizes / Opportunities

Chosen from hundreds of applicants, selected startups take the stage to pitch. Startups gain the opportunity to pitch in front of investors and accelerator managing directors.
'Startup India, Standup India'
Open session with government officials with existing and new startups on the various policy and government provisions to support Startups in the region.

Policies & Promoting Startup in North East
Open session and dialogue on policy framework in the States and for the region to promote viable startups led by youth innovations and energy.

Startup North East & Make in India
Open session and dialogue with government officials on various provisions in promoting 'Make in India' through North East Startups

Start

Invest

Innovate
The Youth is the vibrant force in North East India. And with the region fast evolving hub of new technology, innovation and emerging social and business ventures, this provides unprecedented opportunity and scope for entrepreneurship and startups. A lot of new initiatives are being taken up to make North East India a vibrant entrepreneurial society from the socio-economic perspective. The latest offering is emergence of Startups as entrepreneurial ventures or new businesses in the form of a company or a temporary organisation inventing a business model which is scalable, replicable and sustainable, formed usually by partnership.

The 'Startup India, Standup India' plan announced by the Government, and provisions like two years of tax-free facility and three months' exit period; the special endowment in the form of a 'venture fund' as a special incentive under this scheme for new entrepreneurs, so as to relieve them from financial liabilities under the Ministry of DoNER; special venture fund provision in the North Eastern Council (NEC) policy programme, are testimony to the efforts towards a positive transformation in the startup environment in the region.

As the connectivity with the Northeast by air, rail and road improves and various initiatives of central government make headway including the 'Act East' Policy see more results with South East Asian countries, the North Eastern Region will emerge as an important industrial and business hub, not only for India but also for the other countries across the eastern border. This will not only boost employability and revenue in the region but also will attract youths from the other parts of the country to participate in the development of North Eastern States.

Therefore, in consonance with the national and international focus, a Startup Fest for North East is the need of the hour - to amalgamate ideas with creativity, brainstorm, dream different, develop action plans, groom up the startup aspirants and lead projects that have potential to become popular brands from the NE region.
ABOUT UPSTART

- UPSTART North East festival is designed as a region wide festival of events that help startups grow faster by bringing together founders, investors, business leaders and developers around specific themes (or verticals). These day long match making activities shall be a joint effort of startup in the cities of Shillong, Kohima, Aizawl, Gangtok, Agartala, Imphal, Itanagar and culminating in the 2 days North East Startup Festival 2016 in Guwahati.

- The one day and 2 days marathon of matchmaking between startups, investors, developers and corporates will hold dedicated events on specialized topics and activities and outputs.

- The organisers are virtually unanimous in their conclusion that the North East Startup Ecosystem would benefit greatly from organizing a North East startup event. One that would be high in quality and would not only focus on the technology, but also on the fields of expertise in which the region excels – such as food and agriculture, handloom & handicrafts, hotel & hospitality, health, energy, technology and water.
Recognise Startup entrepreneurs of the NE region for their pioneering leadership in the key sector areas of enterprise development.

To promote sustainable startups and entrepreneurship in the North East Region (NER) through viable entrepreneurial ventures and promote the Startup eco-system.

Set up & Promote a regional startup platform in the ‘North East Startup Network’ as a knowledge and resource platform.

Promote the local and regional Startups throughout the country and abroad and popularize the products and services developed in the region in a broader scale.

Provide platform to facilitate a meeting ground for the creative minds to come together and infuse ideas with Startup innovations.

Create a Community of Startups and Entrepreneurs for the NE region that would relentlessly pursue the entrepreneurial dream of making it big.

Recognise Startup entrepreneurs of the NE region for their pioneering leadership in the key sector areas of enterprise development.

Connect the Startup entrepreneurs from NE with the various stakeholders - Angel investors, Venture capitalists, Seed funders, Resource-based organisations, Corporates, Government Departments, Funding agencies, CSRs, Banks, NBFCs etc.
FOCUS AREAS

- Agriculture, Allied Sector & Organic services
- Water & Natural Resources
- Social Sector Services
- Health Services
- Technology, IT & Solutions
- Education, Skills & Services
- Food & Hospitality
- Energy Services
- Handloom & Handicrafts
- Travel & Tourism
- Adventure Sports
- Social Sector Services
**ACTIVITY AREAS**

**Core Focus:**
Promotion of the Startup Culture throughout the NE region Preparation and roll out of a startup engagement framework

**Other Focus Areas:**
- Collation of ideas and categorizing topics for discussions in various Fest Sessions
- Mobilization of participants for the fest
- Opening forum for Welcome, Introduction and Expert addresses
- Startup Panel Discussion on issues, challenges and solutions through informal interactions.
- Inviting Startup Innovations as per identified categories through applications
- Pitching Innovations category-wise (Open air showcasing) with Start Up video contest
- Launch of ‘North East Startup Network (NESN)’
- Expert opinions and review of contest
- Business Networking
- Business Idea and Action Plan development Contest
- Publication and Release of “Successful Innovations of NE Startups - An Entrepreneurial journey beyond the North East” - The Event Book
- Start Up MELA of NE Enterprises
- NE Start Up Achievers’ Award Evening
- Cultural Extravaganza of North East
WHO SHOULD BE JOINING?

For Startups

- The programme content shall be carefully curated and ranged from inspiration lessons from seasoned entrepreneurs, to informative how-to sessions.
- It will offer incredible investment opportunities and prizes, from top accelerators, looking to fill their next cohorts, to top VCs, including Startup fest's group of angel investors.
- Startups will find demo space, looking to acquire new talent, connect with investors or different sectors of the industry- all in the Startup tent village.

For Investors

- As an investor, one will get the chance to meet burgeoning local and regional talent in all stages of growth, as well as network with fellow investors.
- Investors at Startup fest range from angels, banks, NBFCs to GP’s, VCs and content geared specifically towards each of those groups will be introduced.
For Everyone

• The Startup tent village participants shall be handpicked and showcased talent from around the region; industry specific sectors, demo spaces, and relevant content from all parts of the startup ecosystem.

• This is an event where one will find the speakers, whose words shall change the way one want to run business, in the tent village. The programme shall bring people together, and will encourage real time connection.

• Over the course of 3 days, participants shall have the opportunity to meet startups from the region and get impressed by the amount of creativity and entrepreneurship present on site.

For Government

• The Startup programme will provide relevant State, Regional and National public bodies, agencies, and authorities to synergise their efforts to promote entrepreneurship and startups amongst the youths in the region.

• It will provide public agencies and authorities to have a broader opportunity to understand the need and relevance of having and supporting such programmes to engage the youth for a sustainable future.

• It would provide a platform for the authorities to have firsthand dialogue and interaction with Startup stakeholders to strengthen and revisit various relevant policies and programmes to promote and sustain such Startups in the region.
THE OUTPUT

• Connect to more than 300 Startups from the region and bring them under one platform.
• Enable at least 50 Startups to reach the final round and get connected with investors and funders.
• Identify, facilitate and recognize at least 10 best Startups for 2016 with cash prizes.
• Open pitching competition for startups and cash prizes as motivation for 50 more Startups.
• Bring together more than 50 investors, venture capitalists, angel investors under one platform.
• Provide a Startup camping village space to showcase Startups ideas / innovations in an exhibition for around 200 Startups.
• Launch of ‘North East Startup Network (NESN)’.
• A repository of more than 200 Startups for documentation and research.
THE OUTCOME

• The North East Startup Fest emerges as a signature event with a winning-edge for promotion of startups and entrepreneurship in the region.

• The “Act North East policy” come into full force in alignment with Prime Minister’s “Startup India” and give an impetus to the NE entrepreneurs for socio-economic sustainability.

• The existing entrepreneurial ventures of NE will get an economic lift by connecting with the appropriate stakeholders and influencing policy changes at relevant level.

• The entrepreneurs will be motivated and encouraged to take their initiatives to the next level by scaling up, up grading and innovating further.

• More youths from the region will be attracted to start new ventures and the Startup eco-system of NE will attain a new meaning.

• More venture fund will be created as an output and the fest will surely attract Venture Capitalists and Angel Investors outside the region as well as the county.

• New markets for NE Startup ventures will be created and there will be more demand and supply for NE products in India as well as outside.

• Evolution of new brands from the NE region with greater visibility, better quality and impact for larger market penetration globally.

• The Fest is gradually likely to prevent brain-drain from NE with more opportunities for innovations and livelihood.
**When?**

2 days culmination programme preceded by 1 day each state level Startup workshop in 7 state capitals

**November 24-25, 2016, Guwahati**

**Organised By**

- North East Development Foundation (NEDF)
  - www.nedfindia.org

- Digital Empowerment Foundation (DEF)
  - www.defindia.org

- Indian Institute of Entrepreneurship (IIE)
  - www.iie.nic.in

**UPSTART**

2A Vinayak Apartment, 2nd Floor, Farm Gate, Opposite Hotel Taj Vivanta, Khanapara, Guwahati 781022, Assam

House 44, Second & Third Floor, Kalu Sarai, New Delhi – 110016

Contact: 8011051307, 9508181191, 9954302305, 9818292524, Email: upstart@nedfindia.org, upstartne@gmail.com

Web: www.nestartups.in