



A Division of Graphene Media Pvt. Ltd.

Date: 13<sup>th</sup> Nov 2017

MoU: Millionminds and Kanpur Institute of Technology, Kanpur

To Dr. Brijesh Varshney,

As requested by you, Millionminds Team is extremely happy to share this unique and one of its kind "Zero Cost Entrepreneurship Program" Proposal for your institute to collaborate with Millionminds Ecosystem.

We are very sure that this proposal will strongly boost your Industry-Institute Interface program as well as strengthen Entrepreneurship Development Cell initiatives at your campus.

To make you aware about salient features of collaboration, here I'm sharing Proposal details for your perusal.

**About Millionminds:**

Millionminds is a New Age Entrepreneurship and Startup Support Platform for today's students who wants to gain meaningful opportunities in Startup space. Millionminds is offering a comprehensive program to create India's GenNext Entrepreneurs! Millionminds Free of Cost Entrepreneurship Program is designed for enthusiastic students and will be offered **AT NO COST!**

**Millionminds Collaborations and Associations:**

Millionminds is currently associated with "**SIDBI Startup Mitra**", **Indian Angel Network**, **Ivy Cap Ventures** & other like-minded organization to be able to support students in all possible manner. Millionminds is also working with **Startup India (The Govt. of India initiative)** to implement various meaningful innovative initiatives focused towards academic Youth across Tier2/ Tier3 cities and uplift the entrepreneurial ecosystem at grass root level.

**We invite you to be a part of Millionminds Entrepreneurship Ecosystem & offerings with below set of deliverables:**

Below are the terms of associations:

**Deliverables by Millionminds:**

1. **A.) Millionminds to conduct Start-up Talk** at college – 1-2 Talk per academic year  
Millionminds will be responsible for:
  - Arranging entrepreneur speakers and coordinating with them
  - Briefing speakers about the topics
  - Sending creatives for promotional material to college
  - Arrangements for Video shoots of the Talk session

Graphene Media Pvt. Ltd.

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College only have to only arrange students (100-150 approx. or more) and promote Startup Talk in below manner:

- Offline (in and around campus)
- Online (though college social media pages, Facebook, LinkedIn etc).
- Provide seminar infrastructure facilities viz., Sounds, Mike, and Projector etc.

B.) Millionminds will be arranging webinar session in case the Startup founders are not available in the region or geographical accessibility is not possible for them. We can have this executed on mutual request basis.

**2. Creating video reference material about entrepreneurship for Axiom (A Video Library under Millionminds offerings). Through Axiom, college will have access to:**

- Largest Video Repository of Video learnings where students can learn from many Startup Videos tutorials about "HOW TO WORK ON YOUR STARTUP IDEA?"
- Axiom Video course module is validated by real life entrepreneurs who have managed to draw their entrepreneurial journey with their idea.
- You'll be given login credential where you can login and assign students various levels of courses video viz., Basic, Intermediate and Expert level...In a year, students will have 50 hrs of Startup Video Content that makes around 1000+ Startup Videos

**3. Millionminds to Provide Experienceships to Students:**

Millionminds will provide Experience ships to:

- a) 20 students from your college (in a year) will be offered below opportunities
- Shadow a founder/CEO of a startup
  - Spend a week at Startups for project basis works
  - Brainstorming and Ideation activities at Startups
  - Mentorship to selected student entrepreneurs

**4. The Startup League – Opportunity for Innovative Students with Innovative Business Idea:**

- The Startup League is an initiative by Millionminds under the patronage and support from Startup India (A Govt. of India Initiative to foster Startup Ecosystem).
- The Startup league is an opportunity for students with most innovative Startup Idea, where they can register for respective city events and if they entry got selected, they'll be getting chance to pitch their Startup Idea in front of Investors and VCs.

**5. Benefit for Student Ambassador:**

- Millionminds Team will select a student ambassador from your college and certify him/her as a valid Student Ambassador.
- Student Ambassador will have below opportunities ...
  - To conduct The Startup Talk session
  - To Host/Promote Pan India Idea Hunt show The Startup League in and outside college campus, through his/her social media circle etc.

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- To Implement Startup India Sponsored Programs (A Govt. of India Initiative)
- Networking Opportunities with Real Life Startup Founders
- Possibilities of employment opportunities in corporate world
- Ambassador to get name and fame with every initiative he/she takes in hand
- Certifications to Ambassadors from various bodies/institutions etc.

#### Deliverables by Institution/College:

Opportunity for brand promotions to Millionminds in the following relevant areas inside the college campus:

- A. Canteen In-side Wall Space: A wall space (approx. 150-200 sq. ft.) inside the college canteen/cafeteria (not in the campus study area as we don't want to obstruct academic functions in any way).
- B. During the Main College Festival (Annual/ Technical/ Cultural Fest):
  - A Promotional Stall Space during college's festival duration (Cultural Fest, Annual Fest, Technical Fest, Management Fest etc.)
  - During college festivals, banner/Posters space at Entrance gate, Backdrop of Main Stage & Inside the campus around stage (approx. 5 - 10 banners / posters)

#### Period of agreement –

For 3 academic years 2017-2020; in order to deliver these unmatched benefits every year to your students in a structured & fruitful manner.

#### Millionminds Declaration:

1. Millionminds confirms and agree that the above requested branding space will be used by Millionminds strictly for managing our costs and expenses for above services that too from known and reputed brands viz., Tata, Kotak Bank, Yamaha, Honda, Airtel, Vodafone, Parle, Britannia, Patanjali, Flipkart, Shop clues, Samsung, FastTrack, Dell, HP & other reputed brands only.
2. Millionminds agrees that we won't be putting any branding which might hurt the institutional values, principles and culture in any manner!
3. Millionminds in any manner, will not own/acquire the above mentioned spaces. These spaces will only be used by Millionminds during our period of association.
4. Institution will have all the rights to cancel the association at any time with mutual discussion with Millionminds stating the reason. There will not be any obligation or charges payable for both the parties.

For College,

Name & Signature

  
Authorized College Stamp  
Director  
Kanpur Institute of Technology  
A-1, UPSIDC Industrial Area, Rooma  
Kanpur-208001

From Millionminds India,

Authorized Signatory



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