



**Presents**



Full Day Virtual Conference  
26<sup>th</sup> June 2020

# SmashUp2020: #VocalAboutLocal

SmashUp 2020 goes online with the theme “Opportunity for Indian Startups” to build Global Brands

TiE Delhi-NCR SmashUp is an online conference for startups that would help them get a good handle on the lay of the land to help them tune and tailor their plans and actions going forward. It will bring together, new entrepreneurs, startups, seasoned entrepreneurs, angel investors and venture capitalists.

SmashUp! Is a giant mashup of creative energy, product showcases, networking opportunities and an insightful agenda covering key startup issues and challenges. SmashUp! atmosphere and format encourages participants to bond in an informal, open, interactive culture that will enable them to share & collaborate, help them learn from experience and create new ideas.

# Evolution of TiE

(Since 1992 and growing)



TiE has evolved into  
the World's Largest  
not-for-profit network  
for Entrepreneurs

01

Chartered in 1992 by a  
group of successful  
entrepreneurs and  
professionals in Silicon  
Valley who wanted to  
help create more  
Entrepreneurs

02

Driven by 61  
autonomous Chapters  
across 17 countries  
(& Growing)

03

20 Chapters in India  
(& Growing)

04

A fast –growing global member  
base of 20,000 members  
including top Entrepreneurs,  
VCs, Private Equity, Angels, Law  
Firms, Tech & Management  
Professionals

05





Started in 1999 with Padma Shri Saurabh Srivastava as its first President, TiE Delhi – NCR is the first TiE chapter in India. The mission of the chapter has been to make NCR the “Start-Up Capital” of the country. Under the able guidance of stellar board members, TiE Delhi - NCR has a near unbroken streak of bagging the “Best Chapter” award since 2010. The Chapter has now grown to about 1600 members which includes about 280 Charter Members.

- ★ 1300 members and 280 Charter Members
- ★ 10 SIGs – Healthcare, Retail, Food & Food Services, Sports & Fitness, Travel, SIGWE, Education & Training, Internet & Mobile, Cleantech & Infra, Social,
- ★ 175+ Angels and VCs.
- ★ 500+ mentors
- ★ 700+ StartUp Exhibitors
- ★ Participation from 225+ cities across the country
- ★ Social Media Reach –
  - FB – approx. 37 K followers
  - Twitter – 11.4 K followers
  - LinkedIn – 5.2 K followers
  - YouTube- 3.93K followers
  - Instagram- 1 K followers
  - YouTube and Medium.com

## Some Past Sponsors-

- **Corporates** – Lufthansa, Google, Microsoft, AWS, Accenture, Intuit, DELL, GE, Genpact, CISCO...
- Naukri, Indiamart, Amity University, CLEdurate, Apeejay Styra Univ, MakeMyTrip.
- Some **funds and investors** that have supported us include – Lumis Partners, SAIF Partner, Kalaari, Sequoia, Westbridge, Lightspeed VP, IDGVC ( Chiratae VC), IVYCap etc
- **Banks** and Financial Institutions – Credit Suisse, Deutsche Bank, Jefferies, Yes Bank, ICICI, Kotak Bank, Morgan Stanley, Avendus
- **Governments** and Govt Bodies – UKTI, Canada, Victoria Australia, DPIIT – Govt of India, STPI, DST – Govt of India, Odisha State, Tamil Nadu, Madhya Pradesh, Rajasthan, Punjab, Uttarakhand, Jharkhand, Chhattisgarh ....

# SmashUp is widely attended by:



1

• INTRAPRENEURS

2

• SUCCESSFUL ENTREPRENEURS

3

• INVESTORS

4

• STARTUPS & EARLY STAGE COMPANIES

5

• CORPORATE EXECUTIVES

6

• PROFESSIONALS

7

• SMEs



# SmashUp – Past Speakers



- Alok Goyal, Partner, Helion Advisors
- Arjun Malhotra, Former Chairman, Headstrong
- Ashish Kapur, Co-Founder & MD, Yo!China & The Wine Company
- Brijesh Agrawal, Co-founder & Director, IndiaMART.com
- Hitendra Chaturvedi, MD & CEO, GreenDust
- Jawed Habib, Founder, Jawed Habib Hair & Beauty Salon
- Karan Mohla, VP, IDG Ventures
- Kanwaljit Singh Bedi, CTO, NDTV
- Lakshmi Narayanan, Vice Chairman, Cognizant
- Maninder Gulati, VP, Lightspeed Venture Partners
- Murali Bukkapatnam, MD & CEO, GDH Workforce
- Navyug Mohnot, Founder & CEO, QAI India Ltd
- Pawan Gadia, CEO, Ferns & Petals
- R Narayan, CEO, Power2SME
- Rahul Narvekar, Founder & CEO, NDTV Ethnic Retail
- Sameer Wagle, MD, Asian Healthcare Fund
- Sanjay Kumar, Chief Commercial Officer, IndiGo
- Vikram Gupta, Ivy Cap Ventures
- Vishal Mehta, Co-Founder & Partner, Lok Capital



# In Pictures



# Why Partner at SmashUp?



Since the lockdown, the online events hosted by us have attracted over 25,000 participants. Backed by over 20 years of consistently successful events attended by thousands of people, TiE Delhi-NCR, has been at the forefront of startup engagement. Our belief is that what you can accomplish with that knowledge will help you achieve the success and scale that will truly create impact and leave a legacy.

## Brand Building & Visibility –

Before, While and Post event

- Find opportunity in adversity. Go virtual, take your brand and product beyond geographies.
- Your opportunity to meet & connect in times of social distancing
- Leverage TiE Delhi-NCR Social Media reach

## Thought leadership

Stay ahead of the curve as TIE gives you the opportunity to connect with the crème de la crème along with the ability to captivate and audience with your ideas.

- Be a speaker
- Host a virtual Lounge

## Networking

- Engage the audience with your product/ offering LIVE - Showcase at a Virtual Booth – Meet, Share Info, Show Video
- Attract great talent for your venture
- Generate feedback from customers/ users



# Partnership Options



**7.5 lakhs**

• **Platinum Partner**

**5 lakhs**

• **Gold Partner**

**3 lakhs**

• **Silver Partner**



# Branding Benefits



Stage	Option	Platinum	Gold	Silver
<b>Branding Value</b>		INR 7.5 Lakhs	INR 5 Lakhs	INR 3 Lakhs
Pre	Sponsor on Website	Yes	Yes	Yes
Pre	Logo in all emailer	Yes	Yes	Yes
Pre	Logo in social media posts	Yes	Yes	Yes
Pre	Logo in App	Yes	Yes	Yes
Pre	Video in App	Yes	Yes	
Pre	Logo in Registration Confirmation mail	Yes		
During	Branded Session	Yes	Yes	
During	Sponsor Ticker	Yes		
During	Stage Time	Yes		
During	Parallel Session	Yes	Yes	
During	Sponsor Booth	Yes	Yes	Yes
During	Multiple Booth License	Yes		
During	Social Lounge Naming	Yes		
During	Logo on Screen	Yes		
During	Sponsor Your Offers	Yes	Yes	
During	Speaker slot for key sponsors	Yes		
Post	Logo in Feedback email	Yes	Yes	Yes
Post	Logo in event report	Yes	Yes	Yes
Post	Video Ad/Logo in Event Recordings	Yes		
Post	Sponsor Kit	Yes	Yes	

# Other Options



**Rs 50,000**

- **Workshop Partner**

**Rs 3,000**

- **Exhibitor Booth**
  - *(Includes 2 Passes)*

## Virtual Booth

- Find opportunity in adversity. Go virtual, take your brand and product beyond geographies.
- Your Logo
- Opportunity to interact
- Opportunity to show your video

Thank You