

## **PRESS NOTE**

**Amaravati, November 23, 2024**

### **SRM University-AP hosts Entrepreneurship Bootcamp 2.0**

SRM University-AP's Entrepreneurship Bootcamp 2.0 concluded in style with a vibrant Demo Day, where budding entrepreneurs gathered with innovative ideas, driven by their passion for building successful ventures. The event, held on the university's Amaravati campus, marked the culmination of an ten-week intensive entrepreneurship training programme designed to foster innovation among students.

The Demo Day featured an elite panel of mentors and investors, including Ms. Sreedevi Devireddy, Head-Branding & Marketing, ASIP Technologies and Former Head of VDC Gitam University; Mr Cyrus Choi, Assistant Director of the Entrepreneurship Center at Hong Kong University of Science and Technology (HKUST); Mr Lalith Mitra Reddy Kolli, Portfolio & Investor Relations Associate at Hyderabad Angles; Mr Samridh seth, Founder, Black Komodo Investments, Dubai along with Prof. Sidharth Tripathy, Director-Entrepreneurship & Innovation, Mr Udayan Bakshi, Associate Director-Entrepreneurship and Innovation, Dr Krovi Raja Sekhar, CEO, Hatchlab Research Centre and Mr Pankaj Belwariar, Director-Communications of SRM University-AP.

The dynamic presentations by the participants showcased their innovative ideas, business models, and go-to-market strategies. The esteemed panel offered constructive feedback, enabling participants to refine their ventures further. *"We approached you as living start-ups, and you rose to the occasion, demonstrating the hunger and drive of true entrepreneurs. Keep that fire alive," Ms Sreedevi applauded the students.*

The Entrepreneurship Bootcamp 2.0 engaged 85 participants, selected from over 356 applicants after a competitive selection process. Curated by Prof. Sidharth Tripathy, a Harvard alumnus and the Director-Entrepreneurship & Innovation at SRM University-AP, the bootcamp comprised 14 interactive sessions covering ideation, business modeling, and go-to-market planning. The programme included world-class case studies and hands-on mentoring sessions with global experts.

Participants represented ventures in diverse fields such as Waste-to-wealth innovations, Augmented reality, Automobiles, Food processing, AI and Deep tech, Healthcare, Agritech etc. Of the 16 standout ventures identified during the programme, the top 10 teams received incubation grants of ₹50,000 each. "This event stands as a testament to the passion and dedication of our students. Their hard work has earned them the incubation opportunity that they truly deserve. These grants will support their entrepreneurial journeys through incubation and acceleration at the Hatchlab Research Centre, SRM University-AP's premier business incubator," said Prof. Tripathy.