



INNOVATION • INCUBATION • ENTREPRENEURSHIP



VIT-AP
UNIVERSITY



Presents
V-LAUNCHPAD 2025
4th National Business Plan Competition



APPLY KNOWLEDGE. IMPROVE LIFE.

IN COLLABORATION WITH



**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of Education Initiative)

ABOUT VIT-AP

A Journey of Excellence and Innovation

Established in 2017 in Amaravati, Andhra Pradesh, VIT-AP University has rapidly emerged as a prominent hub for higher education in India. Spanning 100 acres, it offers 24 Undergraduate, Postgraduate, and Ph.D programs across seven schools in disciplines like Engineering, Sciences, Arts, Business, Commerce, and Law. The campus thrives as a cultural melting pot, hosting over 17,000 students and 400+ research scholars from 26 Indian states and six countries, fostering a cosmopolitan environment.

The University is on an ambitious path towards NAAC accreditation, NIRF inclusion, and QS global rankings. Research is a cornerstone, with over 3,384 publications in reputed journals, an h-index of 42, and an I10 index of 340 within just seven years. Centers of Excellence in cutting-edge areas like AI & Robotics, IoT, Cybersecurity, Renewable Energy, and VLSI highlight its commitment to innovation.

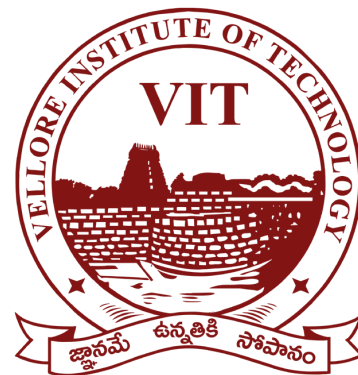
In November 2024, VIT-AP hosted the International Higher Education Fair with 50 global universities and organized VIKAS in collaboration with FAPSIA and NRDC, fostering entrepreneurship and aligning with Viksit Bharat 2047. This resulted in 17 MOUs with industries

VIT-AP has earned three prestigious ISO certifications:

- ISO 21001:2018 for Educational Quality Management.
- ISO 50001:2018 for Energy Management.
- ISO 14001:2015 for Environmental Management

The University is recognized for sustainability efforts, including green zones, rainwater harvesting, and pollution control. These initiatives reflect its commitment to educational excellence, environmental stewardship, and continuous improvement.

For more details, visit <https://vitap.ac.in>



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ABOUT VTBIF

Empowering Innovation, Enabling Entrepreneurs.

The VIT-AP Technology Business Incubation Foundation (VTBIF) is a nurturing platform that supports new-age tech entrepreneurs in transforming their innovative ideas into successful business ventures.

Established in 2023, VTBIF is incorporated as a Section-8 Company under the Companies Act 2013.

Located at VIT-AP University in Amaravati, Andhra Pradesh, VTBIF provides resources, mentoring, and high-quality lab kits with a wide range of networking equipment to enhance hands-on learning experiences in networking and IT.



The foundation assists faculty and students in their technology-based and knowledge-driven startups, supporting the development of various product prototypes.

By fostering an environment conducive to innovation and entrepreneurship, VTBIF plays a pivotal role in the startup ecosystem, enabling entrepreneurs to navigate the challenges of transforming ideas into viable businesses.

Key Features of VTBIF:

- **Infrastructure and Support:** Offers state-of-the-art facilities, high-quality lab kits, and advanced networking equipment to foster hands-on learning and innovation.
- **Mentorship and Resources:** Provides expert guidance, access to a strong network of industry leaders, and resources to develop and scale startups.
- **Focus Areas:** Assists in creating technology-driven and knowledge-based startups, particularly in areas such as IoT, AI, robotics, cybersecurity, and renewable energy.
- **Prototype Development:** Supports students and faculty in designing and developing innovative product prototypes.
- **Networking Opportunities:** Facilitates collaboration with industry experts, venture capitalists, and government bodies to accelerate startup growth.

For more information, visit <https://vtbif.org>.

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ABOUT VSB

Empowering Future Leaders

The VIT-AP School of Business (VSB) is dedicated to nurturing tomorrow's leaders, equipping them to tackle complex challenges and seize future opportunities with confidence and integrity. Beyond cultivating business acumen, VSB fosters leadership, ethical values, and a deep understanding of society's socio-ecological fabric.

VSB's curriculum integrates cutting-edge advancements, preparing students to make strategic decisions in an ever-evolving techno-socioeconomic landscape.



In addition to a strong business education, VSB emphasizes the liberal arts, empowering students with critical thinking, effective communication skills, and a strong ethical foundation. This interdisciplinary approach equips students for diverse career paths, including immediate employment, entrepreneurship, and advanced studies.

Programmes Offered:

- **B. Com (Finance) Honours:** A 4-year undergraduate program (exit option after 3 years) aligned with NEP guidelines and ACCA certification. It provides subject exemptions for ACCA and a foundation for professional courses like CA, CS, CFA, CPA, and higher education in India and abroad.
- **BBA Honours:** A 4-year program (exit option after 3 years) offering specializations in Fintech, Digital Marketing, Business Analytics, and General Management. It combines STEM, liberal arts, and electives in Marketing, Finance, HR, and Analytics. A mandatory internship ensures real-world industry exposure.
- **Ph.D Program:** VIT-AP offers full-time Ph.D opportunities in management with stipends, focusing on impactful research in science, technology, and humanities, guided by expert faculty.

Discover more about VSB's mission to shape future leaders: <https://vitap.ac.in/allschools/VSB>.

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EVENT HIGHLIGHTS

Overview

V-Launch Pad 2025 is a prestigious annual forum designed to cultivate innovation and spotlight emerging business concepts. It provides a dynamic stage for forward-thinking individuals to compete, present ideas, gather insights from industry experts, and potentially secure funding and mentorship. With broad publicity and partnerships with two international universities, V-Launch Pad 2025 features a truly global perspective and collaborative support.



Global Partnership and Support

Jury Participation: Representatives from our partnering universities' incubation centres will serve on the judging panel, contributing invaluable global viewpoints.

Mentorship: Seasoned mentors from these universities will offer guidance, helping participants refine ideas and develop robust business models.

Training Support: International experts will conduct select orientation sessions, delivering critical foundational knowledge for budding entrepreneurs.

Funding Support: By leveraging an extensive network of investors and funding entities, our partners will collaborate in identifying and nurturing promising startups.

EVENT TRACKS AND PRIZES

Track 1: Start-up VC Pitching

- **Sub Track-01:With Stalls:**

Registration Fees: ₹4,000 + GST

Target Audience: Start-ups with at least one year of experience

Prizes:

- **First Prize:** ₹1,00,000
- **Second Prize:** ₹75,000
- **Third Prize:** ₹50,000

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EVENT TRACKS AND PRIZES

Additional Benefits:

- Free stall at the expo on qualifying the finals and access to two free master classes
- 3 Rounds of Shortlisting (Direct Entry to Quarter Finals)

- **Sub Track 2: Without Stalls**

Registration Fees: ₹3000/- +GST

Target Audience: Start-ups with at least one year of experience

Prizes:

- **First Prize:** ₹1,00,000
- **Second Prize:** ₹75,000
- **Third Prize:** ₹50,000

Additional Benefits:

- Stall Can be availed at the expo if qualified for final round by paying an additional cost of ₹5000/- +GST. (Subject to availability)
- Access to two free master classes

Track 2: Start-up Ideation

Target Audience: Entrepreneurs at TRL Levels 4-5 Registration Fees: ₹500 + GST

Prizes:

- **First Prize:** ₹20,000
- **Second Prize:** ₹10,000
- **Third Prize:** ₹5,000

*Payments are Non-Refundable.

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EVENT TRACKS AND PRIZES

Track 3: Idea Pitching (Exclusively for VIT-AP Candidates)

Students and members of the IIEC at VIT-AP University are invited to participate in V-Launch Pad 2025.

The registration fee is waived for all internal participants as part of our commitment to fostering a culture of innovation within our community.

Registration Fees: Nil

Additional Benefits:

Mementoes and eligibility to apply for V-Launch funding upto ₹2,00,000

Masterclasses: Attendance at designated masterclasses is mandatory and free.

These sessions are designed to provide valuable insights and guidance from industry experts and seasoned entrepreneurs.

Event Participation: Internal participants will have full access to all event activities, including workshops and networking sessions.



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UNDERSTANDING TECHNOLOGY READINESS LEVELS (TRL)

To ensure participants accurately identify which track to enter based on the maturity of their projects,

Defined Technology Readiness Levels (TRL):

TRL 1: Basic principles observed and reported.

TRL 2: Technology concept and/or application formulated.

TRL 3: Analytical and experimental critical function and/or characteristic proof-of-concept.

TRL 4: Component and/or breadboard validation in laboratory environment.

TRL 5: Component and/or breadboard validation in relevant environment.

TRL 6: System/subsystem model or prototype demonstration in a relevant environment.

TRL 7: System prototype demonstration in an operational environment.

TRL 8: Actual system completed and qualified through test and demonstration.

TRL 9: Actual system proven through successful mission operations.

Participants are asked to specify their project's TRL level in the submission link to determine eligibility for the correct competition track:

Track 1: Startup VC Pitching for projects at TRL levels 6-9.

Track 2: Startup Ideation for projects at TRL levels 4-5.

Track 3: Idea Pitching exclusively for VIT-AP candidates; any TRL level.

Registration Details:

Team Information: Provide the names, contact details and roles of upto five team members in the registration form. Ensure that all team details are accurate and complete.

Contact Information: Each team must provide a primary contact email and phone number for communications related to the event.

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SUBMISSION AND REGISTRATION GUIDELINES

Track 1: Startup VC Pitching

Target Audience: Start-ups at TRL Levels 6-9.

Submission Requirements: Teams must submit a detailed business plan including:

- **Company Name**
- **Project Title**
- **Contact Information**
- **Executive Summary:** Overview of the business and the problem it addresses.
- **Market Analysis:** Details of the market size, customer segments, and competitors.
- **Product/Service Description:** Detailed description of the product/service and its unique features.
- **Business Model:** How the company intends to make money.
- **Financial Projections:** Revenue, cost projections, and break-even analysis for the next 3-5 years.
- **Planned Use of Funds:** How investment will be utilized.
- **Team Information:** Details on key team members and their roles.
- **Submission Process:** Participants should submit their detailed business plan via the event website.
- **Registration Process:** Shortlisted teams based on their business plans will be sent a registration link to finalize their participation.

Track 2: Startup Ideation

Target Audience: Entrepreneurs at TRL Levels 4-5.

Submission Requirements: Participants must submit an abstract, which includes:

- **Project Title**
- **Team Leader Name**
- **Contact Information**
- **Abstract:** A concise description outlining the problem statement, proposed solution, and a brief overview of the technological approach.
- **TRL Level:** Specify the current TRL level of the project.
- **Submission and Registration Process:** Submission and registration must be completed simultaneously via provided links on the event website.

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SUBMISSION AND REGISTRATION GUIDELINES

Track 3: Idea Pitching (Exclusively for VIT-AP Candidates)

Registration Fees: NIL

Submission Requirements: Internal participants are invited to submit their ideas and innovations. A specific template will be provided via a Google Form sent through IIEC channels.

Registration Process: Participants must fill out the Google Form, which will serve both as their submission and registration form. The form will collect:

- **Project Title**
- **Team Leader Name**
- **Contact Information**
- **Abstract:** A concise description of the idea.
- **TRL Level:** Applicable if the project has begun technological development.
- **Additional Benefits:** Participants are eligible for V-Launch funding and must attend compulsory master classes as part of their development.

EVENT SCHEDULE

Submission Deadline: February 15, 2025

Registration Deadline: February 28, 2025

Master Classes & Orientations: February 17-21, March 3-7, 2025

Final List Release: March 22, 2025

Startup Expo: April 4, 2025

Grand Final: April 4-5, 2025

MARKETING AND PROMOTION

V-Launch Pad 2025 will be broadly promoted across universities and on social media platforms, ensuring substantial visibility for all participating teams.

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The V-Launch Expo

V-Launch Pad Expo 2025: A Hub for Innovation and Collaboration

The V-Launch Pad Expo, set to take place on April 4, 2025, at the Student Activity Center (SAC) building of VIT-AP University, promises to be a lively and engaging event where innovation meets opportunity. This expo is a key part of the larger V-Launch Pad 2025 event, designed to spotlight new and groundbreaking entrepreneurial ideas. It aims to bring together startups, investors, and industry experts under one roof, creating a space for meaningful interaction and collaboration.

One of the main highlights of the expo is the Startup VC Pitching track, which offers participants exclusive access to dedicated stalls. These stalls will allow startups to present their products, services, and business ideas to a wide and diverse audience. This audience includes potential investors, collaborators, and industry leaders who are eager to discover and support the next big thing in the startup world.

The expo will also feature live demonstrations of cutting-edge technologies, giving attendees a hands-on experience with the latest innovations. This practical approach is designed to engage potential investors and collaborators, showing them the real-world applications and impact of these innovative ideas. By bringing these concepts to life, the expo aims to turn visionary ideas into tangible solutions.

A strong emphasis will be placed on networking opportunities. The event will create numerous chances for startups to connect with key players such as venture capitalists, angel investors, and academic mentors. These connections can be crucial for startups looking to gain advice, secure funding, or form partnerships that will help them grow and succeed.

The overall goal of the V-Launch Pad Expo is to create an interactive and immersive environment. By doing so, the expo will bridge the gap between exciting ideas and their practical implementation, staying true to the mission of V-Launch Pad, which is to empower and support entrepreneurship.

With its carefully planned structure and vibrant atmosphere, the V-Launch Pad Expo is set to be a pivotal event for startups. It will serve as a launchpad for these innovators, helping them scale their ambitions and make a significant impact in the global startup scene. This event is more than just an expo; it's a platform where dreams meet reality and where the future of entrepreneurship is shaped.

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CONCLUSION

V-Launch Pad 2025 represents a transformative platform for entrepreneurs at all stages, offering unparalleled opportunities to refine ideas, expand networks, and establish a foothold in the global startup ecosystem. Designed with precision, the event integrates structured contests, expert-led master classes, and robust global networking opportunities to address the diverse needs of today's innovators.

The structured contests serve as a proving ground for participants, enabling them to test their concepts, gain constructive feedback, and refine their strategies. These competitions not only inspire creativity but also build resilience and adaptability—key traits for success in the competitive business landscape.

Master classes, led by renowned industry experts, provide actionable insights into critical areas such as pitching, funding, and scaling. These sessions bridge the gap between theory and practice, equipping attendees with the skills and knowledge to navigate the complexities of the entrepreneurial world effectively.

Global networking opportunities and international collaboration further distinguish V-Launch Pad 2025. By fostering meaningful connections and partnerships across borders, the event empowers participants to tap into new markets, exchange ideas, and collaborate on innovative solutions to pressing challenges.

**Join us to learn, share, and grow your
entrepreneurial venture at V-Launch Pad 2025!**

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PAST ACHIEVEMENTS

Impressive Participation:

The 2024 edition of V-Launchpad witnessed overwhelming participation, with over 650 teams from across the globe, including 100+ teams from prestigious institutes such as IITs, NITs, and IIMs

Recognition from Key Partners:

Supported and recognized by global entities such as:

- Wadhvani Foundation
- Fujitsu Accelerator
- Symbiosis Institute

Notable Success Stories:

- Multiple startups that participated in previous editions have gone on to secure funding, scale their businesses, and receive mentorship from renowned investors.

Examples of startups that excelled at V-Launchpad:

- A fintech startup secured ₹50 Lakh seed funding after pitching at the competition.
- A healthcare innovation gained access to global mentorship through Fujitsu Accelerator.

Impactful Networking:

Helped connect startups with VCs, angel investors, and industry experts, fostering collaborations that resulted in real-world business growth.



"Our vision is to transform V-Launchpad into Asia's leading platform for fostering entrepreneurial innovation and collaboration. By creating an ecosystem that nurtures groundbreaking ideas, we aim to empower the next generation of entrepreneurs to change the world."

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GOING FORWARD

The plans for 2025 focus on elevating the competition to new heights by enhancing its scope, collaboration, and impact.

Expanding Global Collaborations:

- Strengthening partnerships with international organizations like Fujitsu Accelerator, industry bodies, and startup incubators worldwide.
- Introducing new sponsors and strategic partners to support startups.

Increased Industry Engagement:

- More involvement from industry leaders as mentors, judges, and keynote speakers.
- Hosting dedicated panels for industries like AI, fintech, healthcare, and social impact.

Enhanced Event Experience:

- Addition of live demo sessions where startups can showcase their products in action.
- Improved mentoring sessions tailored to specific startup needs.

Encouraging Sustainability & Impact:

- Launching a special track or prize category for startups focusing on sustainability, green technologies, and social entrepreneurship.

Broadening Participant Base:

- Encouraging participation from universities, startups, and professionals from beyond India, making the event a truly global competition.



**Join us in celebrating past achievements and building a brighter,
more innovative future through V-Launchpad 2025.**

"Your journey to success begins here!"

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OUR ECOSYSTEM PARTNERS



VIT
Vellore Institute of Technology
(Deemed to be University under section 3 of UGC Act, 1956)



**NATIONAL RESEARCH
DEVELOPMENT CORPORATION**

An Enterprise of DSIR
Ministry of Science and Technology, Govt. of India



IIPR
An ISO 9001:2015 Certified Firm



ANDHRA PRADESH
Innovation Society



**INSTITUTION'S
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Cheif Patron

“ INDIA should lead the world. VIT should lead India ”

- Dr. G. Viswanathan, Founder & Chancellor, VIT

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Viswanathan

**Vice President
VIT**



Dr. Sekar
Viswanathan



**Vice President
VIT**



Dr. G.V.
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Pentareddy

**Executive
Director - VIT**



Dr. S.V.
Kota Reddy

**Vice Chancellor
VIT-AP**





Dr. Jagadish
Chandra M

**Registrar
VIT-AP**

"VIT-AP University stands proud as a hub of innovation, and V-Launchpad 2025 exemplifies our dedication to nurturing the next generation of leaders and visionaries."

-Team V-Launchpad

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ORGANISING COMMITTEE



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(Director-IIEC)

**Senior Advisor
V-Launchpad**



Dr. Arunkumar
Sivakumar
(Dean I/C- VSB)

**Strategic
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**"Innovation is the catalyst for progress, and entrepreneurship is its driving force.
At V-Launchpad, we strive to ignite the spark of creativity and empower dreamers
to transform their ideas into impactful realities."**

Organising Committee
V-Launchpad.

STUDENT COMMITTEE



Mr. Ram Pisapati

**Student Liaison
V-Launchpad**



Ms. Neha Sreedhar



**Student Liaison
V-Launchpad**



Mr. Rahul Nayak

**Student Organiser
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**Student Organiser
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Ms. Keerthi Majety

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Mr. Keshav Khemka



**Student Organiser
V-Launchpad**



Ms. Anwesha Nayak

**Student Organiser
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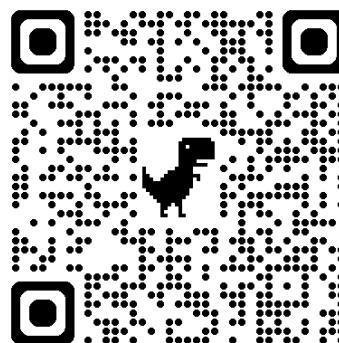
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APPLY KNOWLEDGE. IMPROVE LIFE.

THE WORLD OF VIT-AP W E L C O M E S Y O U

Knowledge; Compassion; Accountability; Empowerment.... These are not just words but beliefs on which VIT-AP University, the institution, is built on, we constantly Strive to create an environment, that allows our students to not just study, but learn; because we believe that learning is a continuous process; it happens outside a classroom as much as it does inside. Our students are exposed to a kind of campus environment that helps them identify and realise what their strengths are; and are guided to hone those skills to build a brighter tomorrow, not just for themselves but for the world in general.



VIT-AP UNIVERSITY

Apply Knowledge. Improve Life!®

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