



Masood
Entrepreneurship
Centre



Deshpande
Startups

2023

Sustainathon



Event Handbook



Masood
Entrepreneurship
Centre

X



Deshpande
Startups

Deshpande Startups, in partnership with the Masood Entrepreneurship Centre at the University of Manchester, United Kingdom, is proud to launch Sustainathon 2023 – A Global Sustainability Challenge for Students.



About Deshpande Startups

Hubballi, India

Deshpande Startups is a unique incubation platform that supports mission-driven entrepreneurs with knowledge, resources, and networks to start and then scale their ventures by penetrating the markets of Bharat (rural and semi-urban India).

It was Initiated in 2016, Deshpande Startups is recognized by the Department of Science and Technology, Government of India, as a Technology Business Incubator. It is unique owing to its ground connect with Bharat and founder-first, collaborative approach.



About University of Manchester

Masood Entrepreneurship Centre, UK

Part of the prestigious Russell Group of universities, The University of Manchester is the largest single-site university in the UK. Established in 2000, the Masood Entrepreneurship Centre, located at the University of Manchester, is one of the United Kingdom's leaders in practitioner-based, applied enterprise education.

The Centre is dedicated to building an entrepreneurial ecosystem that supports the next generation of innovators and startup businesses, promoting economic and societal benefits worldwide.



Program Overview

India

Sustainathon 2023 is a unique and year-long event commencing on 12 October 2023 in India and the United Kingdom, offering students an opportunity to build prototypes and create scalable startups.

The core of Sustainathon revolves around addressing large-scale challenges like energy production and consumption sectors through tech-driven solutions that are efficient, eco-conscious, and practical.

This pursuit aligns with several Sustainable Development Goals, including



Themes

Sustainathon concentrates on cultivating pragmatic solutions within five pivotal sustainability themes



01.

Sustainable Cities

Cities engineered to limit ecological impact & conserve resources while enhancing living standards.

02.

Sustainable Energy

Institution of energy sources that maintain current needs without jeopardizing future requirements.

03.

Sustainable Food and Water

Practices & infrastructures that ensure food security without trading off ecological integrity.

04.

Sustainable Lifestyle & Consumption

Conscious rethinking of everyday choices for a diminutive carbon footprint.

05.

Sustainable Businesses & Production

Production of goods and services using non-polluting and economically viable policies and processes.



Cities

Achieving sustainability within urban landscapes goes beyond adopting electric vehicles. It encompasses optimizing urban transport, enhancing water supply infrastructure, innovating waste disposal methods, and developing energy-efficient buildings.

Examples

Smart Safety infrastructure

Carbon Capture and Storage

Efficient EV charging infrastructure

connected vehicles



Energy

Energy production contributes significantly to air pollution. We need innovative solutions for energy production and consumption, making alternative energy sources more accessible and sustainable.

Examples

Smart Grids

Energy management systems

Energy producing walking tracks

Microgrids



Food and Water

A sustainable food and water system ensures healthy lives and a sustainable environment. It minimizes waste, encourages sustainable consumption, and conserves vital resources.

Examples

Wastewater treatment

Terrace farming solutions

Desalination and Water Recycling

Rainwater Harvesting

Composting



Lifestyle & Consumption

Individuals play a pivotal role in driving sustainability. Innovations targeting recycling, transportation, and the reduction of single-use items are instrumental in fostering sustainable lifestyles.

Examples

Smart Shopping

Biodegradable fabric

co-Friendly Transportation

Bamboo products



Businesses & Production

Businesses founded on environmentally responsible, socially equitable, & economically viable principles. This entails practical tools like CO2 tracking and organizational policies like pay equity.

Examples

Resource Efficiency

Smart packaging

sustainable tourism

Program Schedule

● 12 October 2023

Launch event

Keynote Speakers,



Gururaj Desh Deshpande

Founder,
 Deshpande Foundation



Siddharth Hande

Founder,




Robert Olrog

Consultant,




Karthik Sankaran

CEO,




Lee Pugalis

Deputy Director,
 Masood Entrepreneurship Centre

● 20 November 2023

Registration Deadline

● 25 October 2023

Online Support session 1

Researching your idea and developing your value proposition

● 08 November 2023

Online Support session 2

Proving technical feasibility and financial viability

● 25 November 2023

Hackathon

24hrs Physical event at Deshpande Startups. Students create computer designs, animations, videos, drawings, or Low-Fidelity working prototypes.

● December 2023 – April 2024

Mentoring Support

Domain experts from all around the globe for an extensive Industry mentorship

● 18 January 2024

Online Support session 3

How to Pitch Your Idea?

● 29 February 2024

Knockout to the top

Knockouts to select the top team from each country
Pitching for winning a grant of Rs 1 lakh for high fidelity prototype.

● March 2024 – June 2024

Final step towards winning !

Demo Day
Investor Connect
Global Exchange Program

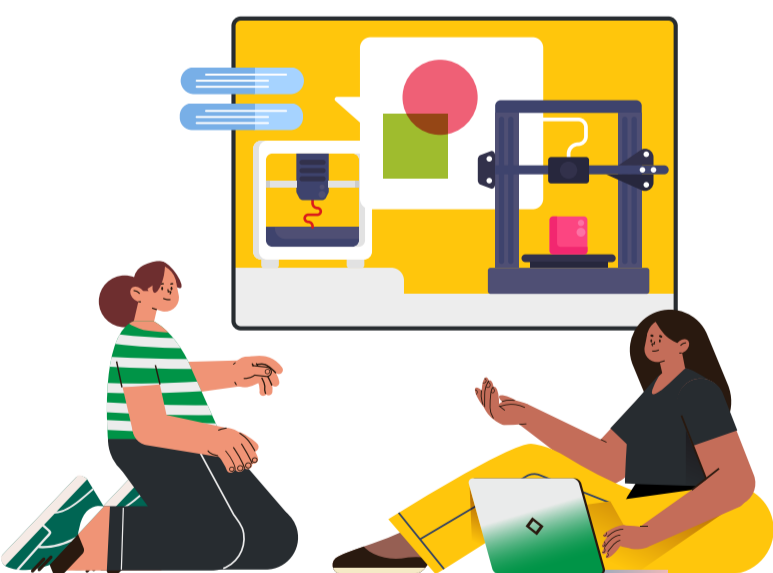
Offerings



A fully sponsored trip to the United Kingdom's Startup Ecosystem at the University of Manchester.



Interact with a series of top-notch industry and domain experts from around the globe.



Get up to ₹ 5 lakhs grant support to build your high-fidelity prototypes.

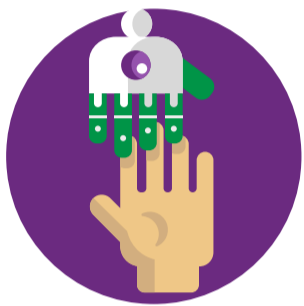


Gain exposure, market access, and networking opportunities.

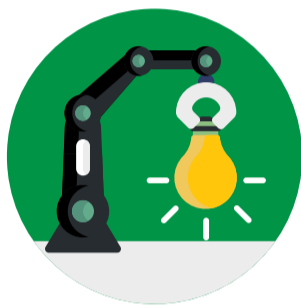
Prototyping Infrastructure

Deshpande Startups, Hubballi, India.

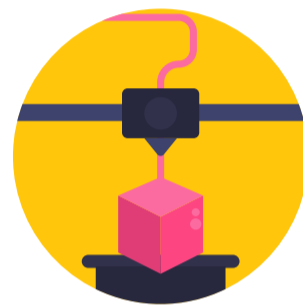
We have state-of-the-art infrastructure and in-house designers adept at providing comprehensive support in every possible aspect of developing a product. Our well equipped labs facilitate experimentation for innovators helping turn ideas into prototypes.



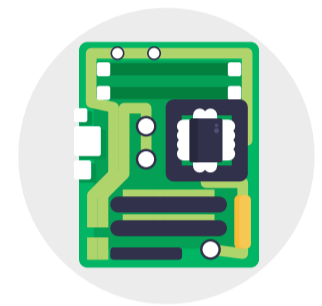
Internet of Things Lab



Mechanical Lab

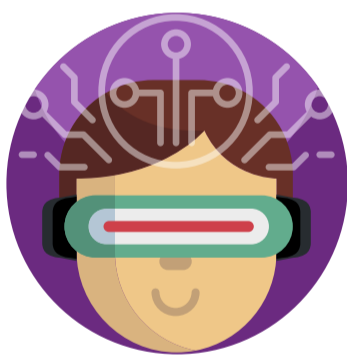


3D Printing Lab



PCB Assembly Line

Our Capabilities



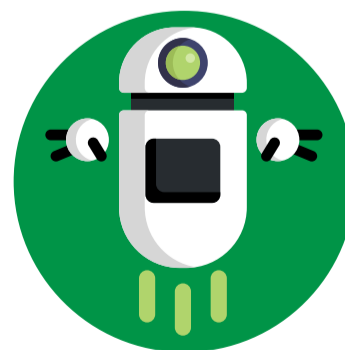
Technical & Design Consultations

- Drafting
- 3D Modelling
- 3D & 2D CAD design
- Proto testing and development
- New Product Development



Wood & Metal Works

- IoT & Robotics (Component, Sensors)
- High-End Development Boards
- 3D Printing - FDM, SLA, SLS



Rapid Prototyping

- Metal & Non-metal Laser Cutting
- CNC & VMC milling machine
- Conventional Machining
(Drilling, Cutting, Milling, Lathe)

Additional Resources

Explore e-resources provided to deepen your understanding of sustainability.

Case Studies

Phool Success Story

Deloitte CXO Sustainability Report

Google 2023 Environmental Report

Cleantech Startups for Sustainable Growth

Event

Website

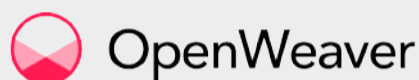
Pitch Deck Format

FAQs

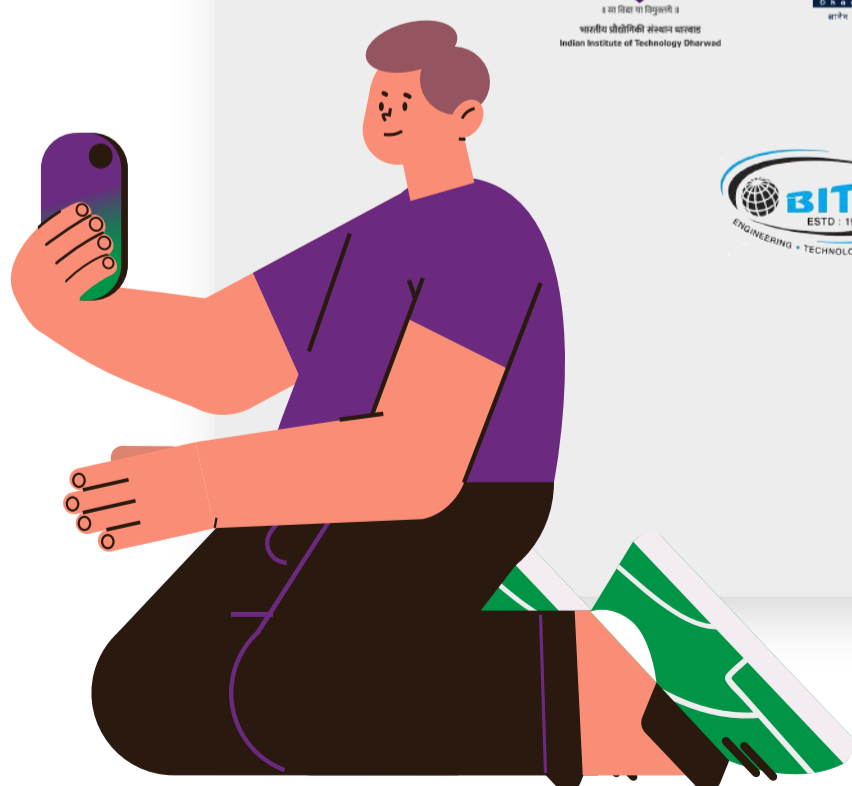


Our Partners

Strategic Partners



Academic Partners



We look forward to your participation in Sustainathon 2023, where innovation converges with sustainability, leaving a lasting positive impact on the world!

Reachout to us!



Register Now!





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