

IIM Calcutta and TIE brings i21 2008 with Tieger'o8 an INR 1 Crore Entrepreneurial Opportunity to aspiring entrepreneurs

IIM Calcutta & TIE , is building a valuable platform bringing capital and resources to aspiring entrepreneurs to access Rs. 1 crore in seed investment with its upcoming i21 collaborated with Tieger'08 . Being implemented on an even grander scale, the i21 2008 combined with Tieger'08 is supported by the National Entrepreneurship network (NEN), and Seedfund, taking the original business plan competition to a different league of its own in terms of scale, scope and seriousness.

Kolkata, WestBengal, November 25, 2007 /[India PRwire](#)/ -- **TIEGER'08** is an International Event on Entrepreneurial Awareness and Celebration of Entrepreneurship in Eastern India. This Event is Jointly Organised by TIE-kolkata, IIM-Calcutta, Seedfund, IISc Bangalore, NEN & IIT-Kharagur.

In Eastern India , Entrepreneurship and wealth creation is not celebrated as much as it is in other parts of India. This event is focussed to change that perception and create more awareness on Entrepreneurship and celebrate the profession of Entrepreneurship in Eastern India.

TIEGER'08 organiser will help to kick start Entrepreneurial Endeavour in Eastern India through Business planning competition and raising capital by presenting the winning Business plans to our partner Angel Investor organisation Seedfund , who will provide seedfunds to the winner of the Business Plan competition.

As Entrepreneurship is a long term process **TIEGER'08** will be followed by a follow up process ensuring the long term success on the scope of the event.

TIEGER'08 Structure

- Business Plan Competition
- Boot Camp for mentoring and training Entrepreneurs
- Awards Ceremony
- Business to Business Connect facilitating the networking process

TIEGER'08 - A Brief Summary

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In its new avatar, i21 combined with Tieger'o8 moves away from the traditional contests which end up reducing to essay competitions with the rush for the cash prizes and no inclination to really start up. The focus for Tieger'08 and i21 2008, is not only on assessing the business concept, but the team profile and seriousness as well. With investor pitches in 4 zones being used for short listing, and then space for extensive serious mentoring by an investor as well as an expert from the relevant industry, the institute is expecting some serious competition for the seed investment of over Rs. 1 crore on offer at the finals. Having eliminated the cash prize, and covering thousands of students, Alumni from IITs and IIMs and other working professionals, i21 is sure to generate wide attention and attract serious entrepreneurial aspirants.

Taking away the academic nature and ushering in serious business, i21 '08 and Tieger'08 is open to students as well as working professionals. i21 and Tieger'08 strives to promote plans backed by serious & dedicated teams, which hold the potential to catapult themselves with financial and intellectual support provided by IIMC.

Seedfund, the investing partner has funded redbus, printo and carwale. According to Anand Lunia of Seedfund, even start up plans that are right now only on paper stand a chance to get funded, so people in jobs thinking of

leaving to startup as well as students seriously looking at starting up right after education can take this as a serious opportunity.

The National Entrepreneurship Network, with its prominent presence across 282 member institutes across the nation and relationships with corporate leaders, is going to be extensively involved in increasing outreach as well as providing access to jury and mentors and other experts for the contest. According to Laura Parkin, the Executive Director at NEN/Wadhvani foundation, "NEN is delighted to partner with IIM Calcutta for i2i, one of the leading business plan competitions in India. This year, i2i brings a new level of excitement to i2i with collaborating with tieger'08. By offering winners the chance to receive investment funds, IIM Calcutta and Tie has taken business plan competitions out of the classroom and into the real world, thereby creating a valuable platform for new entrepreneurs. NEN is delighted to be supporting this unique initiative alongside TIE and Seedfund."

The best teams are selected by a rigorous procedure starting with the submission of business summary with a team profile and statement of purpose, followed by a 'Pitch' to a panel of investors/judges in each zone – Delhi, Mumbai, Calcutta, Bangalore. The top 10 teams from all over the nation shall be mentored by industry experts and the event will culminate into a grand finale on February 1st, 2008.

Starting November 18th, this 3 month nation wide process culminates with a Grand Finale at Grand Oberoi, Kolkata on February 1st, 2008. The finale is situated amidst a two day entrepreneurial conference and TiEger Awards ceremony held by the TiE Kolkata. "We're instituting the TiEger Cub awards for the young aspiring entrepreneurs from the Bengal region towards improving the entrepreneurial culture in Bengal and the selection for that will also happen though the Calcutta zone of the i2i process" says Shoummo Acharya of TiE, Kolkata.

In another unique dimension to the event, ecell is working with the Big Tv to run an online contest. Alankar Jain, the person behind Business Baazigar, now running the Big Tv plans to create an online reality show where participants can upload self made videos about their business concepts and if selected, they would pitch directly to investors at the second round of i2i'08.

One thing about the winner of i2i '08 and Tieger'08 is already known. The winning team will be a set of resolute entrepreneurs with a sound plan, who will need to hold their ground steadfastly under tough scrutiny. Success at the final level at i2i and Tieger'08 would be a definite stamp of validation for him to seek further partners and investors as we would train and expose him enough to face the future, much better prepared and much more confident.

TIEGER'o8 Strategic Partners

1. TIE-KOLKATA
2. IIM-Calcutta
3. SEEDFUND
4. IISc Bangalore
5. NEN
6. IIT-KGP

TIEGER'o8 Important Dates

18th November – Executive Summary Submission Opened
14th Dec – Closing of Executive Summary Submission
and Evaluation
14th Jan – Pitching starts

TIEGER'08 day – 1st & 2nd Feb 2007

TIEGER'08 website - <http://www.tieger.in/>

For more details, about the competition log on to <http://www.tieger.in> , <http://www.tieger08.blogspot.com> Or drop in a mail to joydip.chakladar@gmail.com or contact Joydip Chakladar at 9339775464 .

Notes to Editor

TiE-The Indus Entrepreneurs - founded in Silicon Valley in 1992 by successful entrepreneurs and professionals with roots in the Indus region. TiE is also known as Talent Ideas and Enterprise and is today spread over 48 chapters in 11 countries. Over 12,000 Members and 1,600 plus Charter Members - includes top Entrepreneurs, VCs, Private Equity, Angels, Law Firms, Tech & Management professionals.

For more information, please contact:

Sri Joydip

International Author and Speaker - Wisdom Stimulus Series , Filmmaker -ISB&T Films
(L) 9339775464

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