



**ARYABHATTA COLLEGE**

University of Delhi



**SWAVALAMBAN,  
THE STARTUP CLUB**

# **SYNDICATE'21 REPORT**

**CHIEF PATRON:  
PROF. MANOJ SINHA**

**CONVENOR:  
DR. J.K. SINGH**

**TEACHER  
COORDINATOR:  
DR. PRITIKA DUA**

**STUDENT  
COORDINATORS:  
MS. MANVI SHARMA  
MS. VIDHI VASHISTH**



ARYABHATTA COLLEGE  
UNIVERSITY OF DELHI

SWAVALAMBAN  
THE STARTUP CLUB

Requests your presence at their annual event

**SYNDICATE'21**  
16th - 18th July 2021



PROF. MANOJ SINHA CHIEF PATRON PRINCIPAL ARYABHATTA COLLEGE	DR. JK SINGH CONVENER THE STARTUP CLUB ARYABHATTA COLLEGE	DR. PRITIKA DUA COORDINATOR THE STARTUP CLUB ARYABHATTA COLLEGE
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## ABOUT THE EVENT

### SYNDICATE'21

Swavalamban, The Startup Club organised Syndicate'21, a 3-day virtual experience in collaboration with SIDBI, the apex regulatory agency of India. The event officially commenced on 16th July and ended on 18th July.

Under Syndicate, there were three competitions - Cryptovania, Ranneeti and Hawk-it.

Ranneeti - a case study competition involving complex live cases;

Hawk-it - a marketing competition in which participants had to market their brand;

Cryptovania - a mock-crypto competition in which participants had to trade different cryptocurrencies.

Finladder, Digifuse and Finolearn came on board as associate sponsors and IPUBuzz, Ensemble, Competitions Generator and Blueleaves community came on board as media partners. Fuschia, Bindas and Insightone came on board as gifting and outreach partners.

We received over 3000 registrations across all our competitions.

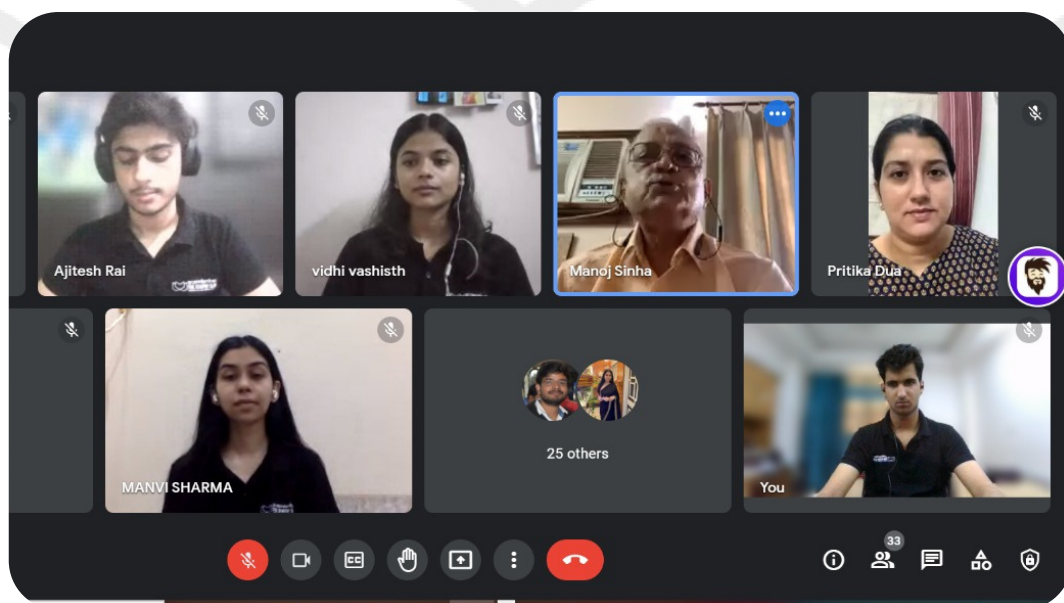
## ABOUT THE EVENT

### SYNDICATE'21

Two preliminary quiz rounds were held for Ranneeti and Hawk-it on the 13th and 14th of July. The top 6 teams were selected and they made it to the final round. The inauguration ceremony was held at 11:30 AM on the 16th of July. Principal sir declared the event open and the participants were addressed. All the necessary details about the event were given. The participants of Ranneeti and Hawk-it were briefed about the competition and the prospectus was shared with them on the 15th. The final round of Ranneeti took place on the 17th and the event was judged by Dr Neha Arora, Mr Jayakar Sodagiri and Mrs Neha Bharadwaj. The final round for Hawk-it took place on the 18th and the event was judged by Mr P D Saini, Mr Arihant Jain, Mr Sanket Shekhar and Mr Aditya Turalapati. Cryptovania started at 00:00 on 16th July and over 200 participants were allowed to trade coins with a portfolio of 50000 US Dollars. It ended at 23:59 on the 18th of July. The closing ceremony was held at 11:30 AM on the 19th of July and the winners were declared.

# EVENT PICTURES

## SYNDICATE'21



# EVENT PICTURES

## SYNDICATE'21



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meet.google.com/snq-hboy-hda

Nipun Arora is presenting

### Problems Faced by Hyphonic

⚙️ MetFashion not being able to cope up with the increased demand

- **Technical Aspect:** Rapid increase in traffic owing to more businesses getting online, more distributors and more customers crumbled the technical infrastructure of the app
- **Shortage of supply:** Suppliers not being able to produce the required output and hence MetFashion is not able to fulfil the increased demand.

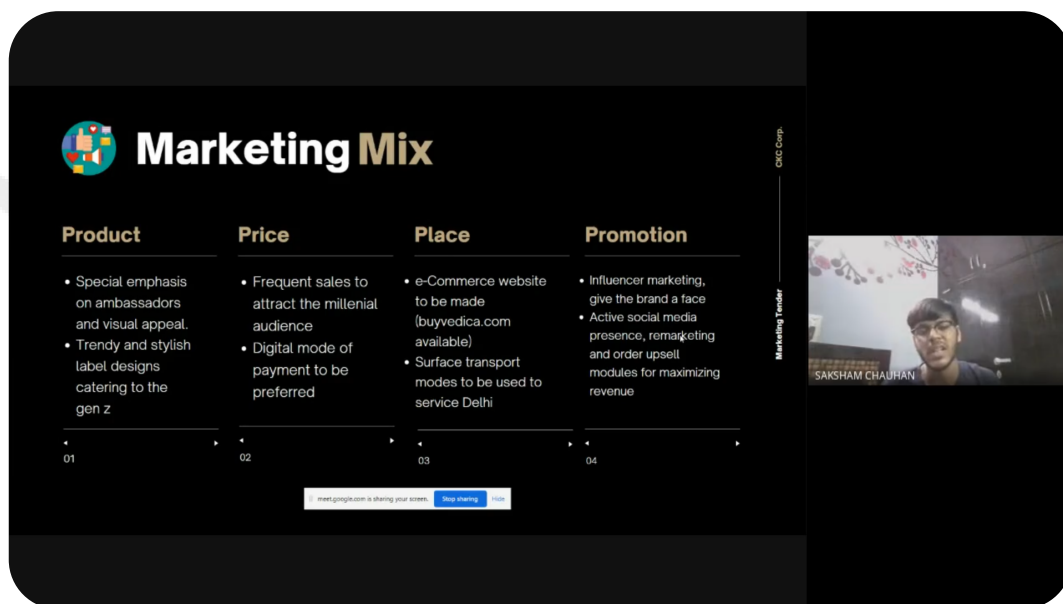
TEAM X-MEN

Nipun Arora | Ipsa Ahuja | Neha Bhardwaj | Neha Arora | Mr. Jayakar Sodagile | Rahul Bharti | Ajitesh Rai | You

PM | snq-hboy-hda

# EVENT PICTURES

## SYNDICATE'21



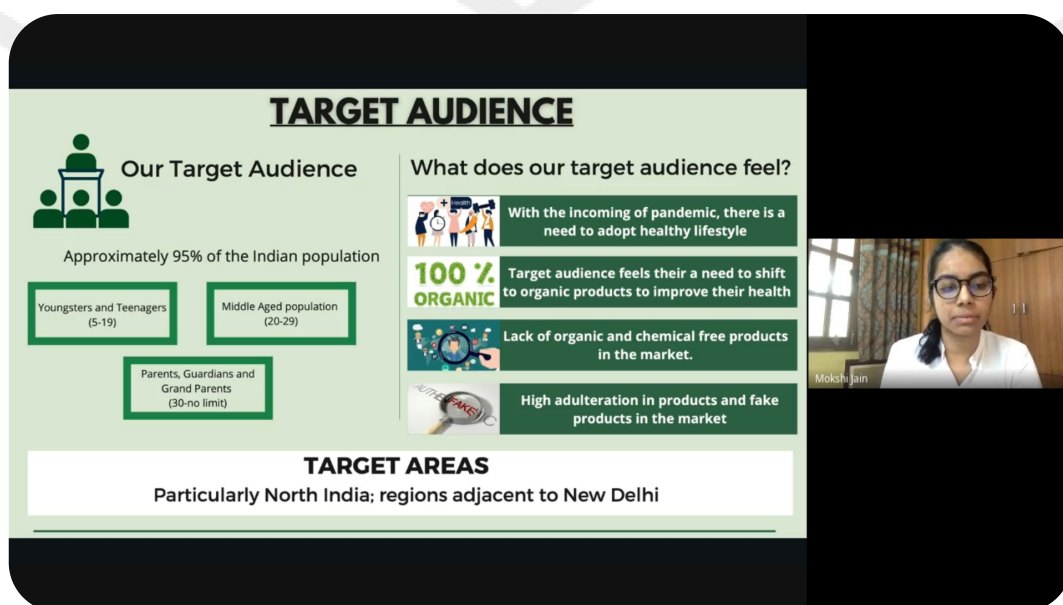
**Marketing Mix**

Product	Price	Place	Promotion
<ul style="list-style-type: none"><li>• Special emphasis on ambassadors and visual appeal.</li><li>• Trendy and stylish label designs catering to the gen z</li></ul>	<ul style="list-style-type: none"><li>• Frequent sales to attract the millennial audience</li><li>• Digital mode of payment to be preferred</li></ul>	<ul style="list-style-type: none"><li>• e-Commerce website to be made (buyvedica.com available)</li><li>• Surface transport modes to be used to service Delhi</li></ul>	<ul style="list-style-type: none"><li>• Influencer marketing, give the brand a face</li><li>• Active social media presence, remarketing and order upsell modules for maximizing revenue</li></ul>

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Video call participant: SAKSHAM CHAUHAN



**TARGET AUDIENCE**

**Our Target Audience**

Approximately 95% of the Indian population

- Youngsters and Teenagers (5-19)
- Middle Aged population (20-29)
- Parents, Guardians and Grand Parents (30-no limit)

**What does our target audience feel?**

- With the incoming of pandemic, there is a need to adopt healthy lifestyle
- 100% ORGANIC: Target audience feels their a need to shift to organic products to improve their health
- Lack of organic and chemical free products in the market.
- High adulteration in products and fake products in the market

**TARGET AREAS**

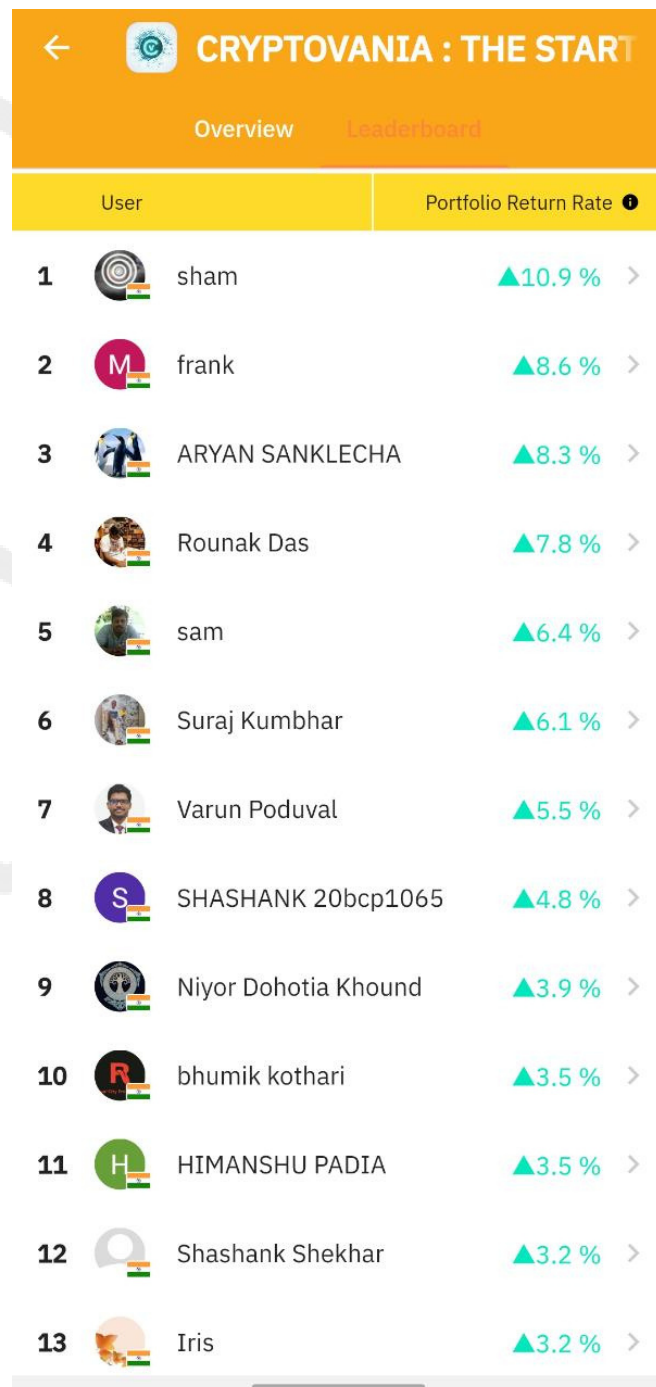
Particularly North India; regions adjacent to New Delhi














Video call participant: Moksh Jain



# EVENT PICTURES

## SYNDICATE'21



CRYPTOVANIA : THE START		
Overview		Leaderboard
User	Portfolio Return Rate ⓘ	
1  sham	▲10.9 %	>
2  frank	▲8.6 %	>
3  ARYAN SANKLECHA	▲8.3 %	>
4  Rounak Das	▲7.8 %	>
5  sam	▲6.4 %	>
6  Suraj Kumbhar	▲6.1 %	>
7  Varun Poduval	▲5.5 %	>
8  SHASHANK 20bcp1065	▲4.8 %	>
9  Niyor Dohotia Khound	▲3.9 %	>
10  bhumik kothari	▲3.5 %	>
11  HIMANSHU PADIA	▲3.5 %	>
12  Shashank Shekhar	▲3.2 %	>
13  Iris	▲3.2 %	>