

in association with



#BWUnicornSummit2022

JULY 21&22, 2022
BENGALURU





BW Businessworld brings the inaugural edition of the **BW Unicorn Summit & Awards 2022**: A **2 day** 'how-to' guide that examines how all unicorns successfully monetize ideas and eventually scale them for aspiring founders, bold & existing entrepreneurs, enthusiasts and anyone brave enough to dream.

The summit will look at unicorn creation, from the lens of time-tested tech innovators, traditional entrepreneurs, fledgling yet promising startups, along with rich ringside narratives from policymakers, investors, academia, accelerators & incubators. The summit will host an eclectic mix of keynotes, panel discussions, fireside chats, trialogues and closed-door sessions providing a platform for the exchange of country perspectives, best practices, case studies, founder anecdotes, cautionary tales and product journeys.





Who will be present?

- Unicorns
- Startup Founders
- Mentors
- Academia
- Accelerators & Incubators
- Sovereign Funds, LPs, VCs, Pes, Investors & Family Firms
- Policymakers
- Startup ecosystems
- Futurists & Innovators
- Aspiring Entrepreneurs
- Enterprise Development, Innovation, Startup & SME agencies





Day I: Juxtaposes changemakers with hopefuls, looking at how founders have built Unicorns, and concurrently, drawing a playbook for today's innovators aspiring to become tomorrow's pathbreakers.

Track I: Brick-By-Brick — Creating Unicorns

Track II: Caterpillar To Butterfly – 'How-To' guide to convert startup potential into entrepreneurial promise

Day II: Chronicles founder journeys from the prism of innovation, enterprise, originality & ingenuity, hosting entrepreneurs from both tech & non-tech backgrounds, to share anecdotes on the importance of treading the path less travelled.

Track I: Bottling Ingenuity – Originality Defined! Founder perspectives and ring-side narratives

Track II: Let's Dabble In Some Soothsaying - Nascent Technologies-A basketful of anticipation

For session details visit: bit.ly/BWUnicornSummit2022

JURY CHAIR







JURY MEMBERS











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BWDTS/PUPT

- ➤ High Frequency Amplification & Engagement
- Industry relevant & contextual conversation, attracting high community interest
- ➤ Direct engagement with Industry Leaders & Key Stakeholders
- ➤ Be part of the conversation join the discussion actively as a speaker or post discussion panelist, Felicitate Winners, Deliver a Keynote Address



DIGITAL:

- Emailer Campaigns on High Impact BW Database
- Pre Event Web Stories
- SMS Blasts to Prospect Database



SOCIAL MEDIA:

 Pre Event Posts on all BW social media platforms with relevant tags





Emailer Campaign on High Impact Database





Website Banner Promotion (100% SOV on the Front Page)



Dear Sir/Ma'am,

Thank you for registering for BW Webinar Today on 'Outsourced Professional Services-Impact of Covid-19' from 4-5 pm with 3 Global MDs.

Our Zoom Seats are Full. Please watch the webinar live and leave your questions as comments which we will take in the webinar.

Please watch the webinar live at 4 pm on BW Businessworld site - https://bit.ly /WatchBWWebinar You can also watch it live on our YouTube Channel https://bit.ly /BWWatchYoutube

We look forward to hosting you.

Regards Team BW

SMS Blast



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23 May - 🖓

#BWHweBBlast on 'F&B Chutzpah - Dead or Still Alive?' with India's YOUNGEST Celebrity Chef, Chef Ranveer Brar, Dr Annurag Batra and Bhuvanesh Raj Khanna

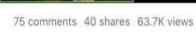
#Covid19 #Coronavirus #WuhanVirus #Lockdown #Quarantine #Covid19Impact #Covid19Pandemic #PandemicOutbreak #Hospitality #Tourism #Covid19ImpactOnHospitality #Covid19ImpactOnTourism

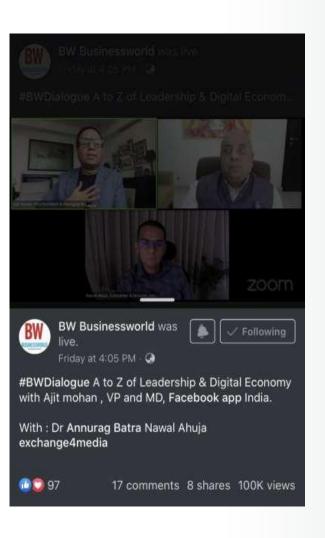
#BWHotelierBreakingThePandemic #BWHwebblast

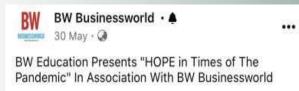
#BWHOTELIER BW Businessworld

#CHEFRANVEERBRAR #CHEF #FOODANDBEVERAGE #CHEFBRAR









Shri Vijay Inder Singla, Hon'ble Minister of Education, Government of Punjab in conversation with Dr. Annurag Batra, Chairman & Editor-in-Chief, BW Businessworld & exchange4media Group and Vinesh Menon, CEO - Education, Skilling & Consulting, Ampersand Group

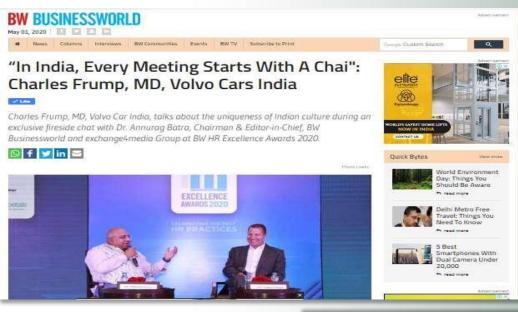
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- **O** 412
- 409 comments 41 shares 21.1K views

- Live across FB, Twitter, Zoom, Youtube, BW & BW Community Websites with 10,000 + Views on an Average (Boost option for ripple effect)
- **Extensive Coverage** on site & in eMagazine





Amplification of stories on social media

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SUMMIT & AWARDS 2022

Stories on BW & BW Communities Websites

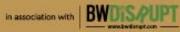


Newsletter t All BW & e4m Database

PARTNERSHIP OPPORTUNITIES

DELIVERABLES:	PRINCIPAL	CO-PARTNER	PLATINUM	GOLD	ASSOCIATE
Speaking Slot	✓	X	X	X	X
Logo presence on event registration page	✓	✓	✓	✓	√
Exclusive Web banner on BW website	✓	X	X	X	X
Logo presence on the post event newsletter	✓	√	√	✓	√
Networking Q&A opportunity with key officials on the event	✓	√	√	✓	√
Logo branding on E-mailers	✓	✓	√	✓	√
Logo branding on social media like - LinkedIn, Facebook and Twitter	√	✓	✓	✓	√
One Year BW Businessworld magazine subscription complimentary	✓	X	X	X	X
Logo Presence on website event banner	✓	X	X	X	X
Delegate database for future networking	✓	✓	✓	X	X
Branding on Promotional mailers of the event on entire database	✓	✓	✓	✓	✓
One Video Interview of Top Management (CEO/MD) on BW Main website	✓	X	X	X	X
Editorial coverage of the event with Sponsor Logos in the digital magazine	✓	√	✓	✓	√
TOTAL:	40 Lacs	30 Lacs	20 Lacs	15 Lacs	9 Lacs









SPONSORSHIP CATEGORY	INVESTMENT	
Principal Partner	40 Lacs	
Co-Partner	30 Lacs	
Platinum Partner	20 Lacs	
Gold Partner	15 Lacs	
Associate Partner	9 Lacs	