



BW BUSINESSWORLD

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UNICORN

SUMMIT & AWARDS 2022

in association with

BW **DISRUPT**

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#BWUnicornSummit2022

JULY 21&22, 2022

BENGALURU

ABOUT THE INITIATIVE



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, dialogues and closed-door sessions providing a platform for the exchange of country perspectives, best practices, case studies, founder anecdotes, cautionary tales and product journeys.

PATH BREAKERS & CHANGE MAKERS OF STARTUP UNIVERSE

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



INSIDE BW UNICORN SUMMIT & AWARDS- FLOW



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



JULY 21 & 22, 2022
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JURY CHAIR
DR. R. A. MASHELKAR
Ex Director General
CSIR



For Speaking Opportunities:
Uday Larola
uday@businessworld.in | +91 98995 00769

For Registration Opportunities:
Reeti Gupta
reeti@businessworld.in | +91 98996 10630

For Sponsorship & Partnership:
Somyajit Sengupta
somyajit@businessworld.in | +91 98182 47444
Shruti Arora
shruti.arora@businessworld.in | +91 79826 28913

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Chairman & Editor-in-Chief
BW Businessworld and
Founder, exchange4media

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Co-Founder & CEO
Indifi Technologies

APRAMEYA RADHAKRISHNA
Co-Founder & CEO
Koo

PROF. BIDYADHAR SUBUDHI
Dean (R&D)
IIT Goa

For Speaking Opportunities:
Uday Laroia
uday@businessworld.in | +91 98995 00769

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PADMAJA RUPAREL
Co-Founder
Indian Angel Network

PRANAV PARIKH
Managing Partner & Head
Edelweiss Private Equity

PROF. RAJAT MOONA
Director
IIT Bhubilai

PROF. RISHIKESHA KRISHNAN
Director & Professor of Strategy
Indian Institute of Management
Bangalore (IIMB)

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SANJAY JAIN
Partner
Bharat Innovation Fund

SAURABH CHANDRA
Managing Director
BCG India

SUDHIR SETHI
Founder & Chairman
Chiratae Ventures

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REASONS TO PARTNER

- 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



MEDIA AMPLIFICATION

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



MEDIA AMPLIFICATION



Emailer Campaign on High Impact Database



Pre Event Web Stories



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



SMS Blast

MEDIA AMPLIFICATION



BW HOTELIER • Follow
 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

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262 75 comments 40 shares 63.7K views

BW Businessworld was live
 Friday at 4:05 PM

#BWDialogue A to Z of Leadership & Digital Economy

BW Businessworld was live.
 Friday at 4:05 PM

#BWDialogue A to Z of Leadership & Digital Economy with Ajit mohan , VP and MD, Facebook app India.

With : Dr Annurag Batra Nawal Ahuja exchange4media

97 17 comments 8 shares 100K views

BW Businessworld •
 30 May •

BW Education Presents "HOPE in Times of The Pandemic" In Association With BW Businessworld

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

Powered by Restream <https://restream.io/>

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

MEDIA AMPLIFICATION



LEAN IN | India Chapter
 Building Women Around You

Event Coverage

- Gender Diversity is Not A Men Vs Women Conversation: Rachel Thomas**
 In an interview with BW Businessworld, Thomas spoke about the inspiration behind the foundation, its role in India...
- For women navigating the glass ceiling is about undoing centuries of social biases, say experts**
 A panel discussion on 'Navigating the Glass Ceiling' was recently organised by the Lean In India chapter in New Delhi...
- Breaking the Glass Ceiling – Need no hammer, just some sprinkle of pixle-dusti -Aanchal Makkar**
 In my 14 years of association with the corporate world, there have been numerous experiences and situations...
- Men can play a bigger role in gender conversations: Samar Sikka, Harvard Business School**
 Sikka was speaking at the Lean In Chapter in New Delhi, which was powered by BW Businessworld...

Newsletter t All BW & e4m Database

BW BUSINESSWORLD
 May 03, 2020

"In India, Every Meeting Starts With A Chai": Charles Frump, MD, Volvo Cars India

Charles Frump, MD, Volvo Car India, talks about the uniqueness of Indian culture during an exclusive fireside chat with Dr. Annurag Batra, Chairman & Editor-in-Chief, BW Businessworld and exchange4media Group at BW HR Excellence Awards 2020.

EXCELLENCE AWARDS 2020

Stories on BW & BW Communities Websites

BW Businessworld @BWBusinessworld · Apr 28

Determine To Redefine The Growth Model Amidst This Economic Crisis By Pushing Manufacturing & Trading Units: Gujarat CM, Vijay Rupani businessworld.in/article/Determ... @vijayrupanibjp @PMOIndia @NITIAayog @FinMinIndia @Manish_K_Jha1 #GujaratFightsCovid19 #COVID19

Determine To Redefine The Growth Model Amidst Th...
 BW Businessworld's Manish Kumar Jha in a special edition on States' measures & economic policies for ...
businessworld.in

Amplification of stories on social media

PARTNERSHIP OPPORTUNITIES



DELIVERABLES:	PRINCIPAL	CO-PARTNER	PLATINUM	GOLD	ASSOCIATE
Speaking Slot	✓	✗	✗	✗	✗
Logo presence on event registration page	✓	✓	✓	✓	✓
Exclusive Web banner on BW website	✓	✗	✗	✗	✗
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	✓	✗	✗	✗	✗
Logo Presence on website event banner	✓	✗	✗	✗	✗
Delegate database for future networking	✓	✓	✓	✗	✗
Branding on Promotional mailers of the event on entire database	✓	✓	✓	✓	✓
One Video Interview of Top Management (CEO/MD) on BW Main website	✓	✗	✗	✗	✗
Editorial coverage of the event with Sponsor Logos in the digital magazine	✓	✓	✓	✓	✓
TOTAL:	40 Lacs	30 Lacs	20 Lacs	15 Lacs	9 Lacs

MEDIA AMPLIFICATION



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