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PRESENTS

GREEN  
ROOM

Kerala's biggest  
Start-up SME Conclave

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Venue:  
Girideepam Convention Center  
Mar Ivanios Vidyanagar  
Trivandrum

Date:  
July 2nd 2017

b-hub



MBCET

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10 000  
START-UPS  
A NASSCOM Initiative

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Hykon  
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# HANDSHAKE WITH INDUSTRIES



Kerala's biggest  
Start-up SME Conclave  
&  
Launch of b-hub

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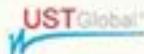
Date:  
2nd July 2017 | 9.30 am to 5.30pm

**b-hub**

BUSINESS CENTER | ACTIVITY CENTER | INNOVATION EXCHANGE CENTER



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 HEADSTART

## **GREENROOM – SME STARTUP CONCLAVE – JULY 2<sup>nd</sup>, 2017- Girideepam Convention Centre, Trivandrum**

“GREENROOM” is organised by Mar Baselios College of Engineering & Technology Trivandrum & Bloombloom Dreambiz Pvt. Ltd.

The program is in association with The Federal Bank Limited, Kerala Startup Mission, NASSCOM, Headstart, Hykon India Pvt Ltd, UST Global, Amazon Web services, IBM, 100 open startups.

We believe Startups are just a new entrant to the business ecosystem, who is bringing in an element of innovation. We are also trying to empower the existing business ecosystem to align with the current trends of startups and innovations, and hence our programs through B’Hub target to educate other stakeholders of the existing business ecosystem, and not just startups. This time we have chosen Industries as a focus area. B’Hubs will also act as an Innovation exchange centre for a region. First of its kind model in the world will enhance the entire business ecosystem in the country.

A daylong event, which will invite the substantial attention of the media, will have eminent speakers, from various disciplines addressing the gathering. A colourful Inaugural session will be followed by Sessions, Panel discussions etc. that will throw light into finding ways to enrich innovations in the SME-Startup sector in India.

Bloombloom is an online – offline (B’Hub) model of building communities around innovations & entrepreneurship, not just networking between various stakeholders of the business ecosystem, but also enables engagements, interactions as well as standardisation.

The event will mark the launch of B’Hub, a unique networking hub in educational campuses, aimed to build local communities around innovations and entrepreneurship. First of its kind model is getting launched during this day, which will be rolled out to 50 other locations in the country initially as well as globally. B’Hub is a holistic model which basically is a combination of Business Centers, Activity Centers, and Innovation exchange centres.

Technology is advancing at such a faster pace that every industry is going to be disrupted in the future and it is hence important to innovate and be sustainable. At the same time, Industries can play the most important role in accelerating startups in its journey from zero to one. The event focuses on creating awareness among the Industries to contribute effectively to the innovation ecosystem, evolve models to collaborate with startups.

This event will discuss various models of effective engagement for industries with startups and campuses. There will be follow-up programs in B’Hubs for constant interactions and thus to evolve B’Hubs as a happening place for businesses.

**The audience will comprise of Ministers, Senior Corporate functionaries, Government officials, startup entrepreneurs, Educationalists, Entrepreneurs & Business persons, other stakeholders of the ecosystem, professionals and the student community. We expect a captive audience of around 2000 people during the function. There will also be provision for stalls and networking lounges for startups and industries, mainly SMEs.**

The launch of B’Hub & Startup-SME conclave is inspired by the “Start-up India, Stand-up India”, “Make in India”, “Kerala Startup Mission” etc. and aligns with the objectives of the Central & State Governments in reaching out to entrepreneurs and innovators from the length & breadth of the country.