SESSION 4 OF 8

Founder Story: From Chaos to Scale

TIME	VENUE	SPEAKERS / PANEL
11:50 AM – 12:51 PM 61 minutes	**Hall No. 1, Radisson*** Delhi NCR	**Arpeta Mukherjee**, Founder, Sanvit HR (Panelist) **Neha Sharma**, Founder (Panelist)

This is not a final list. More investors and speakers are being added daily until slots are available. * Location and room number are subject to change; please check our final update on 20 November.

About this session

Founder's Spotlight is an exclusive extended pitching session for startups ready to go beyond the basics and present their vision in depth. Founders get 3–7 minute slots to showcase their startup journey, business model, traction, market opportunity, growth strategy and long-term vision in front of investors, founders, mentors and a curated audience.

Agenda

TIME	WHAT HAPPENS
11:50 – 11:53	Welcome and format: 3–7 minute slots, strict timing
11:53 – 12:49	Founder stories in 3–7 minute slots, with quick changeovers
12:49 – 12:51	Panel reflections and invitation to the networking break
12:51 – 1:30	Refreshment and networking break (follows this session)

Each story follows five beats: the chaos, the turning point, the system you built, the scale and one lesson. The number of stories depends on the slots booked.

Key takeaways

FOR FOUNDERS

- A structure for telling your story in a short slot
- See where other founders are on the journey
- Present your business to investors, mentors and founders

FOR INVESTORS

- Depth on business model, traction and growth strategy
- Compare founders across domains in one session
- Identify founders to meet in the networking break

FOR ATTENDEES

- Real examples of startups moving from chaos to scale
- Practical lessons you can use tomorrow
- A chance to meet the founders afterwards

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TICKETS AND ACCESS

Who can do what in this session

Every ticket gives access to hear the sessions and network at the event. The table shows what each ticket gets you and its role in this session.

TICKET	WHAT YOU GET	IN THIS SESSION
Networking Pass	Entry to the sessions and networking, goodies, coffee and an **Obsidian NFC card**.	Attend and network
Elevator Pitch: 3 min	**3-minute slot** to pitch your company or products to attendees, investors and founders.	**Your live slot** on stage, as booked
From Chaos to Scale (3-Minute Slot)	**3-minute slot** for a quick, crisp founder story.	**Your live slot** on stage, as booked
7-Minute Founder Story Slot	**7-minute slot**: either pitch, or tell your founder story, lessons learnt and the products or services you offer.	**Your live slot** on stage, as booked
Pitch Pod (3 seats)	A **table with 3 seats** and a **dedicated corner** to showcase your products and services. **Sponsor tag** included.	Attend; showcase at your pod
Exhibit Booth	A **bigger kiosk** to showcase your team, services and offers to businesses. **Sponsor tag** and a **Sovereign metal NFC card** for the founder.	Attend; showcase at your booth
Investor Pass	**VIP guest with VIP access**: listen to the pitches, take part in the panel discussion and network. Other goodies and services as listed. Complimentary for invited investors.	Listen to the founder stories and connect

Extra features by ticket

TICKET	SALIENT FEATURES
NFC card by ticket	**Sovereign Metal NFC card** for Investors and the Exhibit Booth. **Obsidian PVC NFC card** for every other ticket. Activate it free of cost with the Vcarddly mobile app (see the next page).
Elevator Pitch and From Chaos to Scale tickets	**Publishing on the Multicloud4u network and sites** and **brand collaboration through Multicloud4u's different social channels**; **free lunch and high tea worth ₹2,299**; and a **free CRM and HR system** to help you scale.
7-Minute Slot, Pitch Pod and Exhibit Booth tickets	Everything above, plus a **PR push**: your company and work mentioned along with other founders on **200+ news and media sites**, and an opportunity to **speak in one speaker session as a co-speaker** or take a 3–7 minute slot to tell your business story. **Pitch Pod and Exhibit Booth** participants also get a **sponsor tag** and a **free Digital Transformation Review from Multicloud4u International**.
Investor Pass	A panel discussion where up to 10 investors meet and connect with founders, who can pitch and showcase their brand in front of them. Investor Pass holders also get the **PR push on 200+ news and media sites**, a **Sovereign Metal NFC card** and **free one-year digital access to Multicloud4u products** (HR, CRM and other tools) with 2 user licences and no commitment to continue.

Carry a government-approved ID matching your booking name. Session timings and slot order may change; the organising team confirms slots with ticket holders.

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YOUR NFC CARD

Ready-to-use digital visiting card

Your ticket includes a Vcarddly NFC card: a ready-to-use digital visiting card with an inbuilt CRM and conference networking management. Tap or scan to share your details instantly and keep track of the people you meet. You only need to activate your card with the Vcarddly mobile app, free of cost.



Sovereign Metal NFC Card
For Investors and the Exhibit Booth



Obsidian PVC NFC Card
For all other ticket holders

How to activate

1	**Receive your card** Your card type depends on your ticket.
2	**Open the Vcarddly mobile app** Scan the QR code on the card (“Scan to activate your vCard”).
3	**Activate, free of cost** Your digital visiting card is ready to share, with the inbuilt CRM and conference networking tools.

Card type depends on your ticket. Card designs shown are illustrative.

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