

PDEU INNOVATION & INCUBATION CENTRE

SO YOU THINK STARTUPS AREN'T FOR YOU.

SLS Induction · Batch 2026 · 15 July

STAND UP.

All 500 of you.

NOW LISTEN CAREFULLY

Stay standing if you have EVER...

- 1 Sold anything to anyone: notes, shoes, a phone, anything
- 2 Run an Instagram page, meme page, or a podcast
- 3 Made a reel or video that crossed 1,000 views
- 4 Planned an event: a birthday, a fest, a farewell
- 5 Designed or sold something online
- 6 Thought "why doesn't this exist? I could build this."

LOOK AROUND YOU.

You are all already doing it.

You just don't have a certificate for it yet.

Sit down.

Two things about me.

01

**I sit with founders
every single day.**

02

I am one.

I'll come back to that.

QUESTION

What do these have in common?



THE ANSWER

Look at what they studied.

CRED

Kunal Shah



B.A. PHILOSOPHY

boAt

Aman Gupta



CHARTERED ACCOUNTANT

MAMAEARTH

Ghazal Alagh



ART / CREATIVE

NYKAA

Falguni Nayar



BANKER · NO TECH

ZERODHA

Nikhil Kamath



LEFT SCHOOL AFTER 10TH

OYO

Ritesh Agarwal



COLLEGE DROPOUT

THEY ALL STARTED WITH PEOPLE.

Engineers build the machine. Somebody still has to know what to build, who wants it, and why they would pay for it.

That is a commerce skill. That is an arts skill. That is YOUR skill.

GUESS.

Shout the number. Loudest person gets a chocolates.

- 1 How many startups are registered in India right now?
- 2 How many of them are unicorns — worth ₹8,000 crore or more?
- 3 Which Indian state is ranked #1 for startups, again and again?

The 3rd largest startup ecosystem in the world.





125+

unicorns. 290+ more on the way.

Every single one started as somebody's annoying problem.





GUJARAT

DPIIT's Best Performer. Again and again.

19,000+ recognised startups. You are already sitting in the right state.



60 SECONDS.

Turn to the person next to you.

**Tell them ONE thing that would FIX
on this campus.**

GO.

HANDS UP

Now say it into the mic.

Speak on the mic

You get a chocolate.

Shout without the mic

You get nothing.

**Best problem of the
day**

You get the whole box.

**Every single one of those
is a business.**

Now let me show you what happens when somebody actually does something about it.



STARTUP WEEKEND

This is not a stock video. These are PDEU students. This campus.

They were exactly where you are.

125+

Participants

50+

Ideas

15+

Teams

18+

Mentors

Last year they were first-years too. Nobody asked them for a CGPA.

STARTUP INCUBATED AT PDEU IIC

Shark Tank India.

60,000+

startups applied

200

were selected

3

was from this campus

The building is 200 metres from this auditorium.

PDEU INNOVATION & INCUBATION CENTRE

PDEU IIC



A NIDHI Technology Business Incubator, established 2014. Inaugurated by the Prime Minister of India.

240+

Startups incubated

₹45 CR+

Funding raised

500+

jobs created

150+

IPRs filed

40,000+

Students Sensitised

2+ LAKH

lives touched

250+ events · 50+ MoUs · CSR partners: ONGC, Shell, L&T, OIL

WHAT WE ACTUALLY DO

Three things. That's it.

01

FOSTERING INNOVATION

250+ events organised

40,000+ Students sensitised

75+ school visits



02

NURTURING ENTREPRENEURSHIP

100+ Expert mentors

50+ MoUs & partnerships

30+ Bootcamps & workshops



03

CREATING SOCIAL IMPACT

500+ Jobs created

2+ LAKH lives touched

4 + CSR partners



AND YOU CAN WALK INTO ALL OF IT

20,000+ sq ft. And everything inside it.



CO-WORKING SPACE



RAPID PROTOTYPING LAB



MENTORSHIP & TRAINING



LEGAL & IPR



SALES & FUNDRAISING

**WE BECOME YOUR
FIRST CUSTOMER**

The hardest sale of your life.
We make it for you.

AND THIS ONE IS YOURS

MoodBoard Challenge.

BUILT SPECIFICALLY FOR SLS STUDENTS

You work directly with a real startup and build their brand identity. No coding. No engineering. Just taste, design and communication.

50+ participants. 15 teams. Last year.



AND IF YOU DO HAVE AN IDEA

This is what we hand you.

₹30,000

per month

Sustenance allowance,
12 months

₹2.5 LAKH

grant

To build your
first prototype

₹50 LAKH

up to

Investment into
your startup

20,000

sq ft

Space, mentors,
3D printing lab

You don't need money. You need an idea and the guts to walk in.

I said I'd come back.

**That ₹2.5 lakh prototype grant?
I've taken it.**

I run a startup . It's incubated in the building 200 metres from here.

PRINT & GO · INCUBATED AT PDEU IIC

You can use this in PDEU Campus



A 24×7 self-service printing kiosk.
Upload, pay, collect. No shop. No staff.

Silver Winner, Maker Fest 2026

Students built it.

AIRX INNOVATIONS · INCUBATED AT PDEU IIC

They clean the air using algae.

Microalgae absorb CO₂ and release oxygen. The leftover biomass becomes fertiliser. No forest required — minimal land, minimal water.

₹2.3 CR+

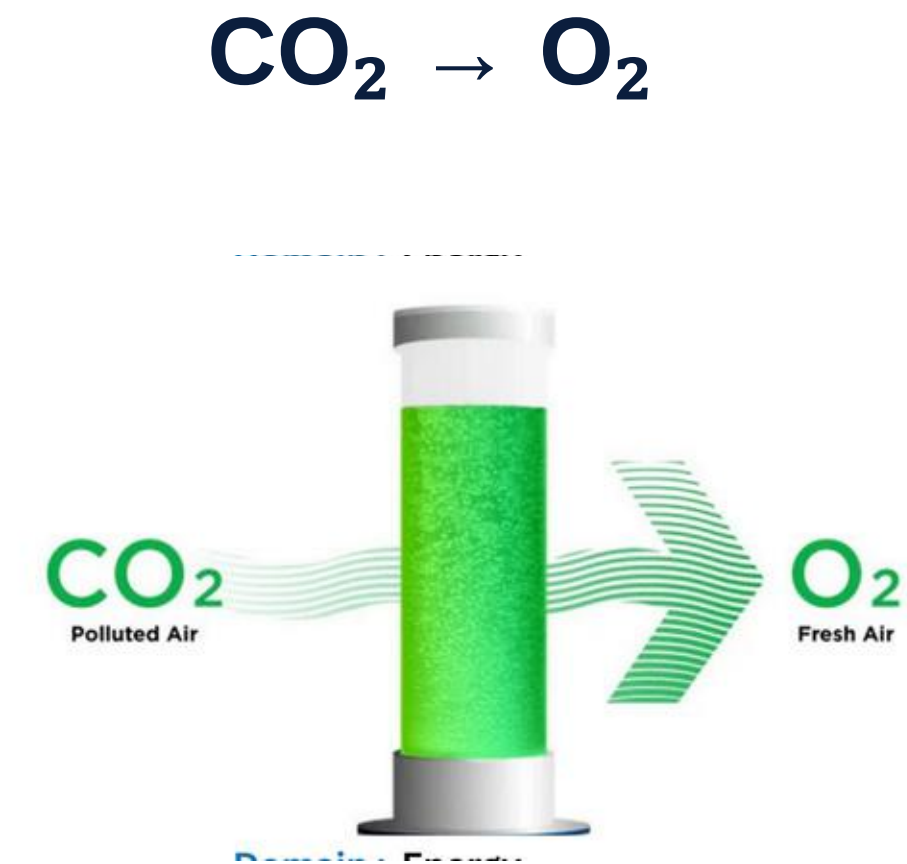
revenue

6

IPRs filed

TOP 200

of 60,000+ on Shark Tank



Polluted air in. Fresh air out.

AirX O2 · O2 Mini · Recharge · Custom

Founders: Mr. Pratik Patel · Dr. Anshu Kumar

Startup of the Year, EQ International · Royal Academy of Engineering, London



IMAGINE POWERTREE · INCUBATED AT PDEU IIC

They didn't invent
solar power.
They made it
beautiful.

Present to Honourable Prime Minister of India, Shri Narendra Modi at the 4th Global RE-INVEST Renewable Energy Investors Meet & Expo, organized by MNRE, GoI

₹27 CR+

revenue

20

IPRs filed

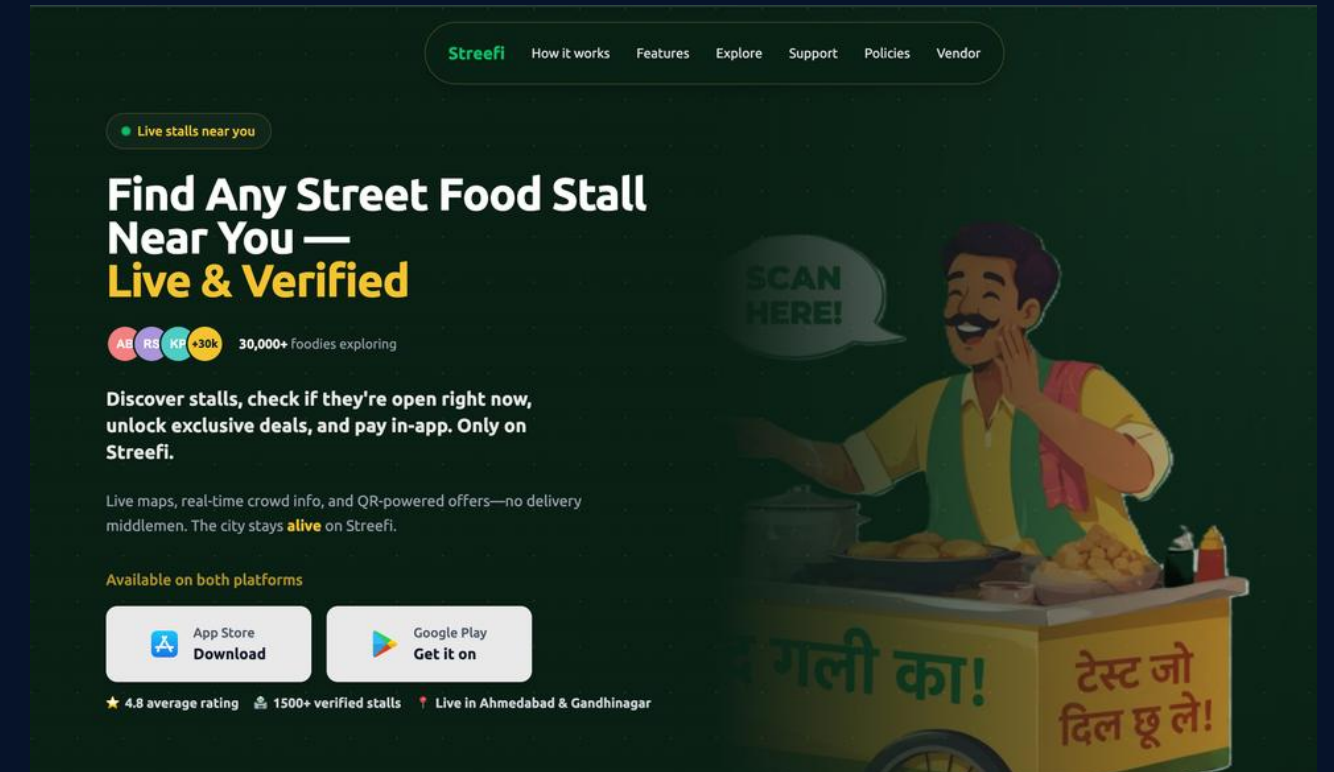
STREEFI • INCUBATED AT PDEU IIC

10,000+ downloads.
Four founders.
One annoying problem.

"Where is the good street food, and is it actually good?"

That was the whole idea. That was it.

A hyperlocal street-food discovery app. Verified vendors. Reviews. QR payments. 100% month-on-month growth for four months straight.



You have four years.

No EMI. No family to feed.

A hostel room and a laptop.

**This is the cheapest time
in your entire life to fail.**

It will never be this cheap again.

TAKE THESE FIVE THINGS OUT OF THIS ROOM

If you forget everything else...

1 You are already an entrepreneur.

You just don't have the certificate yet. Most of you were still standing.

2 Startups start with people, not code.

Engineers build the machine. You decide what to build and who will pay for it.

3 Every problem worth fixing is a business.

This room came up with 500 fixes in sixty seconds. Pick one.

4 The incubator is 200 metres away.

₹30,000/month. ₹2.5 lakh grant. 20,000 sq ft. And we become your first customer.

5 This is the cheapest time to fail.

No EMI. No family to feed. Four years. It will never be this cheap again.





Just walk in.

Any day · Nobody stops you