

# Scale Mania



**Register Yourself Today,  
And Scale Your Startup**

# Event Details

**Event Name:** ScaleMania

**Organized by:** ICFAI Tech Entrepreneurship Club (ITEC)

**Date:** February 26, 2026

**Venue:** FST Auditorium, IFHE Campus

**Time:** 11:30 AM - 3:30 PM



## *Marketing* **SCALE MANIA**

**26TH FEB**

**Register now!!**

Learn From The Experienced  
Innovators



Register Yourself Today,  
And scale your startup

**ITEC**

ICFAI Tech Entrepreneurship Club

# Event Details

SCALEMANIA 2026, organized by the ICFAI Tech Entrepreneurship Club (**ITEC**), was a dynamic entrepreneurship-focused event aimed at fostering innovation, startup awareness, and strategic thinking among students.

The event commenced at 11:10 AM and featured expert talks by accomplished founders and academicians, followed by interactive discussions and student startup pitch presentations. The event was hosted by Bhavani Pitla, Sri Lalitha, and Suravi Seghal.

**SCALEMANIA** served as a practical learning platform, bridging theoretical business knowledge with real-world entrepreneurial experiences.



# Event Objectives

1. To cultivate entrepreneurial mindset and innovation-driven thinking among students.
2. To provide exposure to real-world startup journeys through experienced founders and industry experts.
3. To strengthen students' understanding of business models, branding, and marketing strategies.
4. To enhance pitching skills, analytical thinking, and problem-solving capabilities.



## Event Description

### 1. Inaugural Ceremony

The event commenced with the traditional lighting of the lamp, symbolizing knowledge, growth, and new beginnings in the entrepreneurial journey.

The ceremony was graced by:

1. Dr. Anjanna Matta (Faculty Coordinator)
2. Suresh Grandhi Sir
3. Rohini Ma'am
4. Anubhav Naidu
5. Gopal Paruchuri
6. Dr. Rekha Ma'am
7. Core committee members of ITEC

The inauguration set an inspiring tone for the sessions ahead.



# Guest Speaker Sessions



**Speaker 1: Anubhav Naidu**  
**Founder – PitStop Studios, Hyderabad**

Anubhav Sir delivered a powerful session on branding and marketing strategy in today's competitive startup landscape. He emphasized the importance of understanding the distinction between needs and wants while building a product.

He explained how brand positioning, storytelling, and clarity in communication significantly influence customer perception and business growth. His insights highlighted that strong branding is not an option – it is a necessity for startup scalability.

Gopal Sir conducted an engaging and interactive session, inviting students aspiring to become entrepreneurs onto the stage. Through real-life examples, he explained the importance of authenticity, personal branding, and strategic visibility.

He also discussed the responsible use of AI tools such as ChatGPT, encouraging students to leverage technology wisely while preserving creativity and independent thinking.

His session emphasized that sustainable entrepreneurship requires clarity of identity, critical thinking, and the courage to build something original rather than following trends blindly.

**Speaker 2: Gopal Paruchuri**  
**Founder - Hyderabad Travel Diaries & RaagaMallika**



# Guest Speaker Sessions

## Speaker 3: Dr. Rekha Ma'am

Associate Lecturer - Narayana Institute of Technology

Dr. Rekha Ma'am delivered a comprehensive session on India's startup ecosystem and sustainable business development.

She discussed successful and failed startups, citing examples such as Byju's to explain the importance of financial discipline, structured scaling, and ethical leadership. She stressed that rapid growth without a solid foundation often leads to instability.

Key entrepreneurial concepts explained included:

- TAM (Total Addressable Market)
- SAM (Serviceable Available Market)
- SOM (Serviceable Obtainable Market)

She also elaborated on revenue models such as pay-per-use, ad-supported platforms, marketplace models, and licensing. Her session provided students with actionable insights into product validation, go-to-market strategy, partnership building, and feedback-driven iteration - essential pillars of startup success.



# Felicitation Ceremony

**As a token of appreciation, Anjana Matta Sir presented mementos to Anubhav Sir, Gopal Sir, and Dr. Rekha Ma'am in recognition of their valuable contribution to the event.**

**The session concluded with a group photograph featuring the guest speakers, faculty members, organizers, and student participants.**

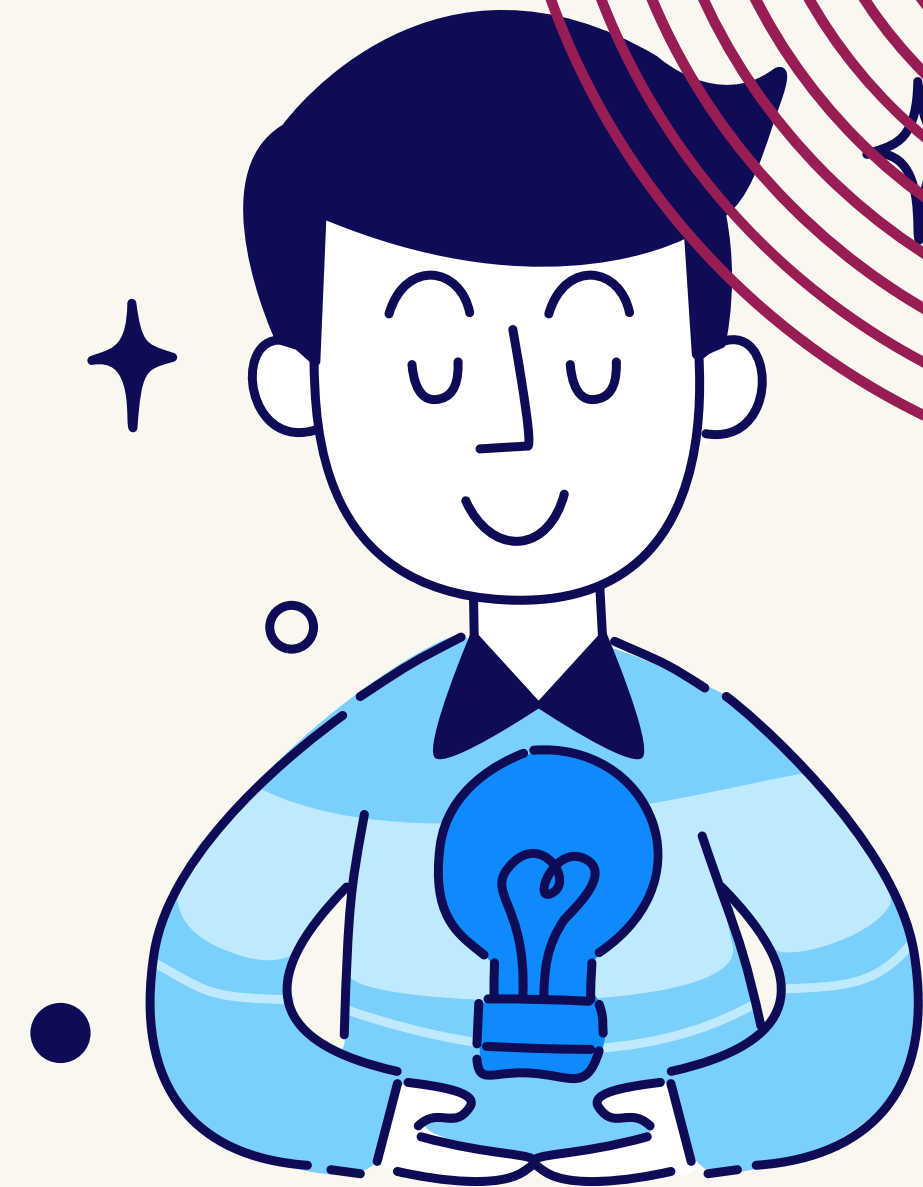


The post-lunch segment consisted of student startup pitches evaluated on:

- Problem clarity
- Market feasibility
- Solution viability
- Innovation
- Scalability potential

**Some of the presentations by students include:**

- **Srikar** presented a photography-based startup focused on photoshoots, reels, and event photography. His idea emphasized capturing memorable moments and offering professional content creation services through creative photography.
- **Mohammad Hamza** proposed an automobile assistance startup in the form of a mobile application that helps users locate nearby mechanics when their vehicle breaks down, providing quick and reliable roadside support.



## **Student Startup Pitch Presentations**

**Arjeeth** introduced a food review and rating application specifically designed for local vendors. The app allows users to view authentic dine-in experiences shared by customers who have previously visited the restaurant.

**Akhila** presented an application that helps students discover hackathons happening nearby. The platform includes special features to keep users updated on events and participation opportunities.

**Manshi Patnaik** proposed an AI-powered music application designed to help users improve their singing pitch. The app analyzes vocal performance and identifies areas where the user goes off-scale.

**Saanvi** introduced a "Student Ride Companion" platform aimed at reducing travel costs for students. The concept involves verified student drivers picking up and dropping fellow students, with college ID authentication, female driver options, and a feedback system to ensure safety and reliability.

**Suravi** presented a lifestyle management application that tracks body parameters, daily intake, and schedules to promote healthier living. The app also allows data sharing with a nutritionist for better guidance and monitoring.

# Awards & Recognition

To encourage innovation and effective pitching, awards were presented to outstanding participants:

- Best Pitching Idea: Suravi (First Year)

Best Idea: Mohammad Hamza (First Year)

# Organizing Team

**Faculty Coordinator:** Dr. Anjanna Matta

**Student Coordinator:** PVS Samhita

## Core Team Members

- |                  |                       |
|------------------|-----------------------|
| 1.Hruday Hyaswin | 2.Manaya Chandra      |
| 3.Charvi         | 4.Aleena Ilyas Ansari |
| 5.Yousuf         | 6.Rithvik             |
| 7.P. Bala        | 8.Nihar               |
| 9.PVS Samhita    | 10. Loukya            |

Volunteers (15+)

The successful execution of SCALEMANIA 2026 was further supported by the dedicated efforts of ITEC volunteers who contributed to logistics management, stage coordination, registration, hospitality, and technical assistance.



**THANK  
YOU**

