



# Project Maverick

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Where entrepreneurs  
find their partners  
for success



IIMU

भारतीय प्रबंध संस्थान उदयपुर  
Indian Institute of Management Udaipur

# About Maverick

Project Maverick is the first program by an Indian B-school which is aimed to be a one-stop destination for the right talent, specifically for the fast growing start-ups. The students are hand-picked based on their keen interest to build their careers in start-ups, or work towards entrepreneurship. Each and every student is provided with specialized training to hone the necessary skills required to be the best-possible fit for the unique culture of start-ups.

The students will initially engage with start-ups as interns during April - June 2021 (Full time) and can help start-ups in multiple domains such as Gaining Funding, Product development, Research and Analytics, Digital and trade marketing, Branding, Strategy and Pricing, Valuation and Financial Modelling, so that the students are prepared for the wide array of challenges that the ever-changing climate of start-ups might pose. Our objective is to provide start-ups with a platform for engagement with the students through this internship, which could be the inception of a long term relationship between them if both the parties mutually agree to work together in the future.

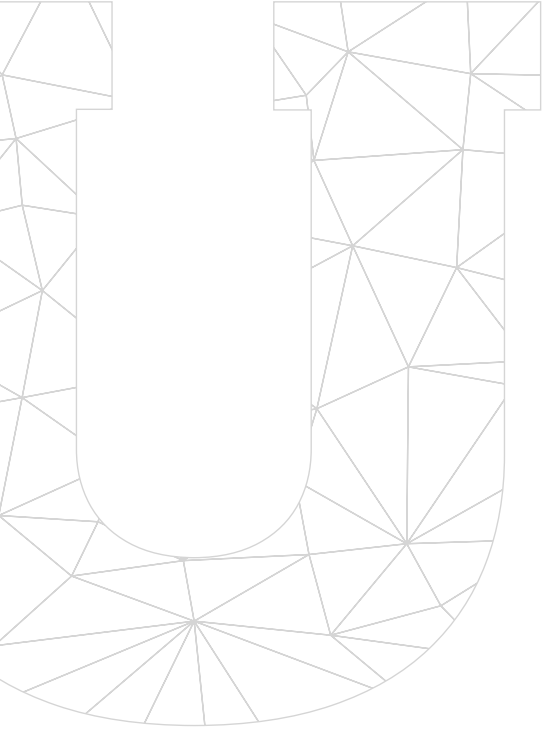


## Why Maverick

We understand you, as a founder of fast growing start-up, are looking for talent who can stay, can build your business with you and start contributing from day one.

Only Maverick offers talented students of IIM Udaipur who are not only interested in building career in start-ups but also can start contributing from day one.

Because they are selected based on their keen interest to work for start-ups, rigorous selection process and are trained hard in multiple domains such as Understanding customers, Developing brand positioning, Product development, Business strategy & Modelling and Scaling.



## About IIM Udaipur

IIM Udaipur, a second-generation IIM, is one of the fastest growing management institute in the country. We have benefited from the legacy built by previous IIMs, and are proud of setting new benchmarks in the field of management education. IIMU is well on its way and aspires to become a globally recognized management school by 2030. With an accomplished faculty, a flourishing research ecosystem, IIMU is bringing a unique perspective by forging strong bonds with our corporate partners and is also able to champion our core values of excellence and integrity. An underlying priority at IIMU is to provide a transformational journey to students to expand their horizons so they are prepared to have an impact on the world of business and in society at large.



# The 'U' Advantage

Listed in the QS MIM World University Rankings 2022 for the third consecutive year

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Only 3rd IIM in FT Global MIM Rankings 2021 for the third consecutive year

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Consistently ranked in the top 5 management schools in research in India, according to the methodology used by UT Dallas

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Alumni working in 15+ countries globally

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**05** Centers of Excellence

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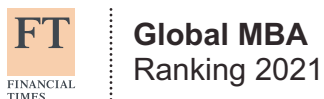
**100+** Corporate Partners

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**40+** Permanent Faculty

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**AACSB** Accredited





# Student Profile

## Tapar Abhiraj Nitin

### Domains of Interest:

Operations, Strategy & Consulting, Analytics, Sales & Marketing, Finance



### UG Area of Specialization

Mechanical Engineering

### Why do you want to work for Startups?

- Study entrepreneurial challenges in the life case scenarios and apply learning when I set up my own venture.
- To develop a broad range of technical skills, leadership and management skills at the grassroots level.
- Working for startups usually means less of office politics and more towards the company's goals which is less worrisome.

### Key Achievements / Impact Area

- Bagged top 0.3 percentile in CAT'17
- Bagged top 3 percentile in JEE Mains
- First Class with Distinction Throughout

## Anupama K

**Experience:** 18 Months

### Domains of Interest:

Operations, Strategy & Consulting, Analytics



### Past Employer

Mahaveer Group Reddy Structures Pvt. Ltd.

### UG Area of Specialization

Civil Engineering

### Why do you want to work for Startups?

- Startups provide lots of opportunities to learn and lively work environment.
- The responsibilities in startups will be more which in turn helps in learning.
- In startups there will be an opportunity to work with founders and employees so will get chance to work with best minds.

### Key Achievements / Impact Area

- Have worked in projects in real estate
- Promoted in one year from trainee to planning engineer based on performance
- Secured Gold medal in Graduation for academic excellence

## Arvind Kumar

### Domains of Interest:

Operations, Analytics



### UG Area of Specialization

Electrical Engineering

### Why do you want to work for Startups?

- It will help me learn about both business and technology simultaneously
- I will be working closely with the founders and leaders which surely is a boost to my learning curve
- Also in startups the work which I'll do its impact will be more readily visible

### Key Achievements / Impact Area

- Internship at IIT Roorkee- helped me groom my analytical skills
- Published a research paper- Helped me groom my Technical Writing skills

## B Harika

### Domains of Interest:

Strategy & Consulting, Sales & Marketing



### UG Area of Specialization

Science

### Why do you want to work for Startups?

- I will get learning opportunities and hence would also get to be around pioneering mindset of innovative people
- I would able directly see the impact of my work on the company and its customers
- I will have more responsibilities and thus learn accountability and leadership

### Key Achievements / Impact Area

- Developed marketing communication strategy, branding, positioning and channel mix for the shower tap filter
- Acted as POC between HR Club of IIM V and IIMU to enable creation of HR centered culture among B-Schools
- Nominated as part of 15member team out of 1500+ students to be the Logistics Coordinator of Student Council in college
- Bagged the 3rd position for the project "Application of mathematics in field of medicine"

## Niyazi Kamran Faisalar Ahmed

**Experience:** 45 Months

**Domains of Interest:** Operations, Strategy & Consulting, Analytics, Sales & Marketing, Finance



- ▶ **Past Employer**  
Amdocs | Maharashtra Knowledge Corporation Ltd.
- ▶ **UG Area of Specialization**  
Computer Science Engineering
- ▶ **PG Area of Specialization**  
Computer Engineering
- ▶ **Why do you want to work for Startups?**
  - A startup is a place of growth and opportunities to build something great from beginning.
  - A startup is place where every role is important.
  - A startup is a place of exploration for new problems and solutions.
- ▶ **Key Achievements / Impact Area**
  - 45 Months of experience in IT industry
  - Excellent programming skills specially Java
  - Published research paper in Predictive Analytics
  - Awarded performer and team player for delivering customer satisfaction

## Meshram Keval Keshav

**Domains of Interest:** Strategy & Consulting, Sales & Marketing



- ▶ **UG Area of Specialization**  
Engineering Physics
- ▶ **Why do you want to work for Startups?**
  - Entrepreneurial nature of work imbibes passion to learn and grow. Tons of responsibilities helps hone existing skills
  - Culture in startups is very collaborative and opportunity to learn from your peers is immense.
  - Less layers in structure ensures your ideas are communicated and you get to make and be a part of something big
- ▶ **Key Achievements / Impact Area**
  - Selected to be part of US NASA Advance Space Academy, USA were as a trainee went through Astronaut's training course
  - Secured 2nd Position at Electric Heels - A Group dance competition in Alcheringa -Annual cultural fest of IIT Guwahati

## Kaveri

**Domains of Interest:** Strategy & Consulting, Sales & Marketing



- ▶ **UG Area of Specialization**  
Chemistry
- ▶ **PG Area of Specialization**  
Chemistry
- ▶ **Why do you want to work for Startups?**
  - Working in startup provides one with the opportunity to hone their pre-existing skills along with learning of newer ones
  - Growth of one's career increases rapidly along with the growth of company, hence continuous growth options are available
  - Founders and employees work and learn together; there's no center administration, so you gain from the best.
- ▶ **Key Achievements / Impact Area**
  - Selected in top 15 teams in D2C Pathfinder Challenge: Fighting the Pandemic, conducted across pan India
  - Holder of DST funded Inspire Scholarship, provided to top 1% students across India
  - Holder of Himachal Pradesh's Digital scholarship twice for academic excellence, provided to top 1000 students of state

## Komati Partha Sarathi

**Experience:** 31 Months

**Domains of Interest:** Strategy & Consulting, Analytics, Sales & Marketing



- ▶ **Past Employer**  
Tata Consultancy Services Ltd.
- ▶ **UG Area of Specialization**  
Electrical and Electronics Engineering
- ▶ **Why do you want to work for Startups?**
  - I believe that working in a startup would introduce me to the most dynamic business world - Startup World
  - I also believe that i would get an opportunity to work with some of the most passionate professionals
  - I haven't worked in a startup till date.
- ▶ **Key Achievements / Impact Area**
  - Youngest person to be elected as the president of TCS Maitree Syndicate Toastmasters club till date
  - Awarded TCS MAITREE PRIZE for successfully analyzing and identifying areas of improvement in the project
  - Received a full fee scholarship of INR 3.6 L during under graduation from the Govt of AP

## Kshitij Mourya

**Experience:** 13 Months

**Domains of Interest:**

Strategy & Consulting,  
Analytics, Sales & Marketing



➤ **Past Employer**

Accenture Solutions Pvt. Ltd.

**UG Area of Specialization**

Computer Science Engineering

➤ **Why do you want to work for Startups?**

- High impact decision making with greater degree of freedom
- Opportunity to work in diverse domains/job profiles
- Distinct visible work output is something I'd love to have

➤ **Key Achievements / Impact Area**

- Worked with a sustainable clothing startup, helped in creating marketing mix as well technical requirements
- Well versed in full stack development and have worked in corporate as well as a freelance developer

## Lakshay Singh

**Domains of Interest:**

Sales & Marketing, Finance



➤ **UG Area of Specialization**

Physical Science

➤ **Why do you want to work for Startups?**

- Startup provides 360 degree view of a business and there is an immense possibility of growth and learning.
- There is a lot of scope for learning and development.
- There is a lot of scope for creativity and execution of plans

➤ **Key Achievements / Impact Area**

- Worked for a start-up before.
- Have worked them in making new wordpress website and new product portfolio

## Madras Kesava Kumar Siva Brahma

**Experience:** 24 Months

**Domains of Interest:**

Strategy & Consulting,  
Sales & Marketing



➤ **Past Employer**

Aruna

➤ **UG Area of Specialization**

Civil Engineering

➤ **Why do you want to work for Startups?**

- I firmly believe Startups provide a platform for a steep learning curve, and one can make a greater impact in society
- An employee in a startup has to take multiple roles and lead by an example, which enhances leadership skills
- It provides an opportunity to experiment with multiple strategies by closely working with customers

➤ **Key Achievements / Impact Area**

- Executive Member of Saksham- The Entrepreneurship Cell of IIM Udaipur
- Founder of MARD in MGIT, A social initiative designed to support women
- Placement Coordinator at Mahatma Gandhi Institute of Technology in 2015-16
- State level Cricket & Handball player, also certified in Mixed Martial Arts

## Mudit Garg

**Experience:** 44 Months

**Domains of Interest:**

Operations, Strategy &  
Consulting, Analytics, Sales &  
Marketing, Finance



➤ **Past Employer**

Capgemini Technology Services India Ltd. |  
Syntel Pvt. Ltd.

➤ **UG Area of Specialization**

Electronics and Communication Engineering

➤ **Why do you want to work for Startups?**

- I want to start my own company in future.
- It will give me the required exposure in the startup culture
- I already have 4 years of experience in MNC and want to explore the startup work environment

➤ **Key Achievements / Impact Area**

- Have work ex of 4 years in MNC IT company
- Impact area includes financial and technology sector

## Murtaza Saifee

**Domains of Interest:**  
Analytics, Sales & Marketing



- ▶ **UG Area of Specialization**  
Management
- ▶ **Why do you want to work for Startups?**
  - Get experience on working in problems and challenges of a growing company and a platform to showcase my skills.
  - Implement and improve upon problem solving skills.
  - Learn from the experience of people in the company and get hands on experience
- ▶ **Key Achievements / Impact Area**
  - Managed the service team of 10 people and looked over sales of the firm
  - Done courses on digital marketing and python and handled live google analytics account

## Mali Nilesh Dilip

**Experience:** 36 Months

**Domains of Interest:** Operations, Strategy & Consulting, Analytics, Sales & Marketing



- ▶ **Past Employer**  
Emerson Export Engineering Centre
- ▶ **UG Area of Specialization**  
Instrumentation and Control Engineering
- ▶ **Why do you want to work for Startups?**
  - Culture more focused on creation
  - Work on ideas from scratch
  - No defined job roles (fluidity of roles)
- ▶ **Key Achievements / Impact Area**
  - 3 years work ex in strict deadline market
  - Digital Marketing Case study winner
  - Lead a team of 4-5 volunteer in social project

## Peta Sai Divya Sri Chandan

**Domains of Interest:**  
Strategy & Consulting,  
Sales & Marketing



- ▶ **UG Area of Specialization**  
Electronics and Communication Engineering
- ▶ **Why do you want to work for Startups?**
  - I have a keen interest in merging technologies together, as future will see convergence of technologies in many areas.
  - I therefore want to have a thorough grounding in all management disciplines, understand how startups are run.
  - How they obtain funding, how they manage risks, how they study and the market, how they identify prospective clients.
- ▶ **Key Achievements / Impact Area**
  - Marketed innovative products from startup companies of India through Digital Marketing (SEO, SEM, SMM)
  - Generated daily reports on Google analytics and weekly reports on social media analytics for assessment
  - Secured "National 2nd rank" in final level of 22nd interstate Ramanujan mathematical competition -2011
  - Secured "State level rank 26" in Sir C.V.RAMAN 'YOUNG GENIUS' AWARDS - 2012

## Riddhi Ruparelia

**Domains of Interest:**  
Operations, Analytics, Finance



- ▶ **UG Area of Specialization**  
Electronics Engineering
- ▶ **Why do you want to work for Startups?**
  - More versatile, more reliable, and more productive than in any other project
  - Approach problems differently, constantly find solutions, driven to make the most out of the available resources
  - Bring onto the table skills like efficient communication and negotiation gained from my internships and events
- ▶ **Key Achievements / Impact Area**
  - Closed deal with one of the clients while interning with Nabh Impex Pvt. Ltd as a sales and marketing intern
  - Reached the final round of Monochrome (national technical event Footprints), where a line following robot was to be made
  - Selected as member of Sponsorship vertical of Audacity (annual cultural fest IIMU)
  - Selected in 14 member team out of 250 applicants for Cultural Committee IIMU



## Sai Gowtham Narayanasetti

**Domains of Interest:**  
Operations, Analytics, Finance



- ▶ **UG Area of Specialization**  
Mechanical Engineering
- ▶ **Why do you want to work for Startups?**
  - The recognition for the work in startups is higher than the jobs in the corporate.
  - I like to work with the freedom to choose the project, and culture in startups allow that.
  - I love the feeling that you get when you solve a problem, and you can experience it first hand in the startups
- ▶ **Key Achievements / Impact Area**
  - 99.1 percentile in CAT
  - Student Placement Coordinator in bachelors
  - Vice captain of school cricket team
  - Started and organized swach bharaat and waste paper missions in my bachelors

## Sampada Srivastava

**Domains of Interest:**  
Strategy & Consulting, Analytics, Sales & Marketing, Finance



- ▶ **UG Area of Specialization**  
Life Sciences (Botany, Zoology, Chemistry)
- ▶ **Why do you want to work for Startups?**
  - Startups provide more autonomy to take decisions, hence would enhance my creativity.
  - Startups provide more challenges and hence would develop problem solving skills
  - Startups will help gain me knowledge in multiple functional areas.
- ▶ **Key Achievements / Impact Area**
  - National Semi-Finalist in Optum Stratethon 2020
  - Scored 10 CGPA points across all the subjects in 10 Grade and Secured 1st Rank in the Batch.
  - Selected for the exhibition at Hum-Fida-E-Lucknow festival, Stainless Gallery, Delhi
  - Interned at FMS, Delhi

## Shailee Malvi

**Domains of Interest:**  
Strategy & Consulting, Sales & Marketing, Finance



- ▶ **UG Area of Specialization**  
General
- ▶ **Why do you want to work for Startups?**
  - Because of the challenging environment that it provides.
  - Being a fresher, this would give me a holistic idea about the entire organization's working at a smaller scale.
  - I will get an idea about the start-up culture, as in the future, I wish to start my venture.
- ▶ **Key Achievements / Impact Area**
  - I am working with a startup on a live project in the field of digital marketing.
  - I have worked as a counselor, where I generated leads and converted them.
  - I have created a social media page that now has impressions of over 18K.

## Upadhyay Shantanu Manish

**Domains of Interest:**  
Strategy & Consulting, Sales & Marketing



- ▶ **UG Area of Specialization**  
Information and Communication Technology
- ▶ **Why do you want to work for Startups?**
  - Startups provide an excellent learning opportunity with hands on work which directly affects the company.
  - I've interned in a very young startup and my experience was really good. Learning is across domains which is important
  - The chance to be a part of the growth journey of a potentially successful organization
- ▶ **Key Achievements / Impact Area**
  - Marketing - National Finalists(Top 6 teams) in PROelio 2020 case competition, conducted by SIBM Pune.
  - Music - Opened Concerts for 'The Local Train' and 'Kenny Sebastian'.
  - Music - Co-Founder Infinity Music Group, Core Committee Member - Ahmedabad University Music Club.
  - Social Service -Associated with AMF(Ashwin Maharaj Foundation) which conducts Music Therapy sessions for Cancer Patients

## Shifas V S

**Domains of Interest:**  
Operations, Strategy & Consulting, Analytics, Sales & Marketing, Finance



▶ **UG Area of Specialization**  
Mechanical Engineering

▶ **Why do you want to work for Startups?**

- I will be an important member of a small team. The way in which I approach and solve problems will be definitely noticed
- Founders and employees work together; there's no middle management, so I can learn from the best.
- You can innovate

▶ **Key Achievements / Impact Area**

- Started my own educational firm while I was in my under graduation
- To gauge my interest in business innovation, I completed only course such as Design thinking and innovation

## Shrey Palande

**Domains of Interest:**  
Strategy & Consulting, Analytics, Finance



▶ **UG Area of Specialization**  
Mechanical Engineering

▶ **Why do you want to work for Startups?**

- A chance to see a company being build from grassroots.
- A different work culture as the organisation is still in the building phase.
- More opportunities to learn as the organization is small

▶ **Key Achievements / Impact Area**

- CAT 98.98 %ile, VARC section 99.84 %ile
- Recognized among TOP 68 writers in India in a CBSE writing series

## Yashasvi Munjal

**Domains of Interest:**  
Operations, Sales & Marketing



▶ **UG Area of Specialization**  
Finance and Accounting

▶ **Why do you want to work for Startups?**

- This will give me opportunity to learn things from all the aspects of an organisation.
- I will receive the freedom of working without a rigid formal structure.
- The growth in the Startups is much faster than any well established organisation

▶ **Key Achievements / Impact Area**

- Successfully lead a business.

## Yogesh Prasad

**Experience:** 36 Months

**Domains of Interest:**  
Operations, Strategy & Consulting, Sales & Marketing



▶ **Past Employer**

Dreamland Infra Housing Pvt. Ltd.

▶ **UG Area of Specialization**  
Mathematics

▶ **Why do you want to work for Startups?**

- I have a startup named ucchay , so want to explore more.
- I love challenges and startups is a great place to have better projects.
- Front end roles. Which will help to grow you in that particular field.

▶ **Key Achievements / Impact Area**

- Reduced the TAT of the company that I worked.
- Won district level basketball championship as a captain.

# FAQs

## ▶ What is special about this program and how is this program different from normal summer internships provided by other B-schools?

This program is only for those students who want to build their careers in start-ups. All the students who have registered for this program are the students who understand what it takes to work in start-ups and will join your firm if given the opportunity. Students will undergo special training module on multiple domains such as Understanding customers, Developing brand positioning, Product development, Business strategy & Modelling and Scaling. During their internships, IIMU will assign two mentors to each student who can help deliver more and channelize their efforts.

## ▶ How much stipend companies need to pay during the internship to one candidate?

The minimum stipend amount for 2 months of summer internship is 20K per month.

## ▶ How much do companies need to pay if they want to hire the students after their internships, so the companies can ensure that selected students do not sit for any other company?

Our last year's average was 13.85LPA, Anything in that range should work.

## ▶ Which are the areas where students can help us?

Gaining funding, product development, research and analytics, digital and trade marketing, branding, strategy, pricing, valuation and financial modelling are the areas students can help the companies with.

## ▶ How to enrol for Project Maverick?

You can click on the link provided in the last page of the brochure and fill the form.



[www.iimu.ac.in](http://www.iimu.ac.in)



**Placement Committee  
Representatives**

Pratha Agarwal  
+91 80876 79250

Animesh Bordoloi  
+91 87223 40085

Vivek Sreenivasan  
+91 97694 87329



**Interested companies  
can complete this form:**

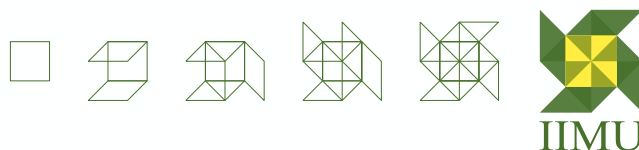
<https://bit.ly/IIMUProjectMaverick>



**Placement Officer**

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**IIMU**

भारतीय प्रबंध संस्थान उदयपुर  
Indian Institute of Management Udaipur