







ARYABHATTA COLLEGE

UNIVERSITY OF DELHI



PRESENTS



2nd and 3rd April 2025

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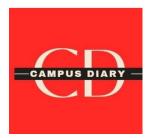
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The Entrepreneurship Cell of Aryabhatta College, University of Delhi, proudly hosted its annual two-day flagship, E-Summit '25, on 2nd and 3rd April 2025. E-Summit '25 empowered ambitious young entrepreneurs to broaden their horizons, showcase their talents and draw inspiration from past successes. The Summit featured intense competitions, thought-provoking panel discussions, B-Plan challenges, a founders' meet, interview panels and hands-on workshops—each crafted to educate, inspire and ignite an entrepreneurial spirit across India's youth.

EVENT TIMELINE

OPENING CEREMONY







The inauguration of E-Summit '25 commenced with Dr. Shivani Raheja, Convener of E-Cell Aryabhatta, extending a warm welcome to our distinguished guests and presenting an overview of the exciting two-day agenda. This was followed by the traditional lamp-lighting ceremony—symbolizing enlightenment and collective growth—in the gracious presence of all our speakers. The proceedings then transitioned into an inspiring founders' meet, interactive interview panels and hands-on workshops, where leading industry experts shared their invaluable entrepreneurial insights.

NETWORKING NEXUS

TIME - 11.00 AM - 3.00 PM

DAY 1

Theme: Your Network is Your Net Worth

Date: 2nd April 2025

Venue: Activity Room, Aryabhatta College

Networking Nexus, a main event under E-Summit 2025 organized by E-Cell, Aryabhatta College, successfully embodied the theme "Built to Disrupt, Born to Lead." Held on 2nd April 2025, the event was designed to offer participants vibrant opportunities to interact, collaborate, and grow their professional networks by engaging with startup founders, investors, industry leaders, and mentors.

Networking Nexus was structured around three major segments: Founders Meet (Start-Up Synergy), Mentor Meetups, and Skill-Building Workshops, each tailored to promote dynamic interactions and mutual learning.

Founders Meet (Start-Up Synergy)



The Founders Meet was the flagship session under Networking Nexus, designed to bring together startup leaders and aspiring entrepreneurs for an enriching exchange of ideas and experiences. Held in the Activity Room, this session featured four inspiring speakers:

Speakers:

- Akhil Iyer & CA Vikas Vohra, Co-Founders Edzeb
- Reshabh Sharma, Founder *DIGY*
- Jenender Anand, President Swarm Group

The speakers took the audience through their entrepreneurial journeys—sharing real-life struggles, key lessons, and breakthrough moments. Topics covered ranged from early-stage challenges to scaling strategies, team building, fundraising, and achieving product-market fit. Each founder offered unique perspectives on innovation, execution, and perseverance.

A highly engaging panel discussion followed, where students asked pertinent questions about startup culture, investment trends, and the role of technology in business sustainability. The session proved to be a thought-provoking platform that bridged classroom knowledge with real-world entrepreneurial wisdom. Participants left with a clearer understanding of startup dynamics, making this event an inspiring start to the Networking Nexus lineup.

Key Highlights:

• The Founder's Journey:

Speakers candidly discussed the emotional and financial highs and lows of entrepreneurship, highlighting their motivations, turning points, and learnings along the way.

• Startup Scaling Strategies:

Discussions centered around how startups transition from ideas to sustainable businesses, including operational strategies and product development challenges.

• Investor Readiness:

The panel shed light on fundraising processes—what investors look for, how to craft a compelling pitch, and the biggest red flags to avoid.

Market Validation Techniques:

Real-world methods to test and refine business ideas, ensuring demand-driven innovation were shared, especially valuable for students with startup aspirations.

• Hiring and Team Building:

The importance of building a strong founding team and cultivating company culture from the ground up was emphasized throughout.

• Open Q&A Segment:

A lively audience interaction session allowed students to pose thoughtful questions and receive personalized insights.

Mentor Meetups



This segment of Networking Nexus featured a one-on-one interview with **Mr. Shubham Maheshwari**, Founder of *Being Chef*. The session offered students a rare opportunity to hear firsthand from a successful entrepreneur who built a brand that blends innovation with daily convenience.

Mr. Maheshwari opened up about his early motivations, the process of conceptualizing a solution-oriented business, and the resilience required to sustain a venture in a competitive market. His candid storytelling about handling failures, making data-driven decisions, and continuously iterating to suit customer needs struck a chord with the audience.

The session, titled "Mentor Meetups," went beyond a conventional talk—it fostered real mentorship. Mr. Maheshwari shared valuable insights on personal branding, leadership, and building purpose-led enterprises. Audience engagement was high, especially during the rapid-fire Q&A, where he addressed questions on career-defining habits, influential books, and the myths of success.

By the end of the session, students walked away not just with entrepreneurial tips but with a renewed sense of motivation. The atmosphere was intimate and impactful—true to the goal of making meaningful professional connections through storytelling and authentic interaction.

Key Takeaways:

- Importance of customer-centric innovation
- Lessons on resilience, team building, and pivoting when necessary
- Emphasis on staying grounded while growing a scalable business
- Insights into developing:
 - Personal brand
 - Leadership mindset
 - Purpose-driven ventures

Skill-Building Workshops





The final segment of Networking Nexus focused on empowering students with practical, career-relevant skills through two expert-led workshops.

The first workshop on **Financial Planning** was conducted by **Mr. Vivek Singhal**. In this session, students learned the importance of early financial literacy, budgeting, investment planning, and smart saving strategies. Mr. Singhal broke down complex financial concepts into relatable examples, highlighting tools and habits that can help young professionals build long-term wealth. From decoding tax basics to evaluating mutual funds, the session provided actionable takeaways that participants can implement immediately.

Facilitator: Mr. Vivek Singhal

This session demystified the world of money management for students, offering practical steps to start financial planning early.

Key Learnings:

Budgeting for Students:

Students learned how to map income, expenses, and emergency funds through smart financial planning templates.

• Introduction to Investments:

Covered mutual funds, SIPs, and the power of compounding—especially useful for long-term wealth creation.

Tax Literacy & Smart Saving:

Basic income tax concepts and deductions were explained in a simplified way, with focus on how students can save from internships or part-time earnings.

• Goal-Based Planning:

Encouraged attendees to think in terms of financial goals—whether it's buying a laptop, saving for higher education, or planning a startup fund.

Participants left the session empowered to take charge of their finances from a young age.

The second workshop, led by Ms. Vanshika Gupta, focused on LinkedIn Optimization and CV Building. She walked students through the essentials of personal branding, effective networking, and tailoring resumes to job roles. Her interactive exercises—especially the live LinkedIn headline challenge and mock elevator pitches—were met with enthusiasm. She also highlighted common mistakes on resumes and LinkedIn profiles, helping attendees refine their presence in the digital professional space.

Workshop Highlights:

• Personal Branding 101:

The speaker explained how students can define their narrative and use LinkedIn as more than just a resume platform.

• Crafting the Perfect Headline:

Live activity: Participants drafted their own headlines and received expert feedback in real-time.

• CV Tips & Tricks:

A section was dedicated to formatting, key verbs, quantifiable achievements, and tailoring resumes to job roles.

• Elevator Pitch Activity:

Each participant practiced a 30-second pitch with a partner, boosting their networking confidence.

• The LinkedIn Challenge:

Students created or updated their LinkedIn summaries during the workshop, and volunteers received feedback from the speaker.

This workshop helped bridge the gap between academia and the professional world, encouraging students to take ownership of their career journeys from day one.

Both workshops received overwhelmingly positive feedback and were praised for their hands-on nature. They helped students become more career-ready, instilling confidence and offering a clear path toward personal and professional development.

To conclude, Networking Nexus at E-Summit 2025 successfully achieved its objective of fostering valuable connections and promoting professional development. The diverse lineup of sessions not only provided insightful learning experiences but also empowered participants to expand their networks and build lasting relationships within the entrepreneurial and professional community.



ENTREPRENEUR IN YOU

TIMINGS - 11.00 AM - 4.00 PM

DAY 2

Organized by: E-Cell, Aryabhatta College

Date: 3rd April 2025

Under the Banner of: E-Summit 2025

Overview

"Entrepreneur in You" was a one-of-a-kind **B-Plan (Business Plan) competition** organized by the E-Cell of Aryabhatta College as a part of E-Summit 2025. The event was curated to discover the entrepreneurial spark among students, challenging participants to think innovatively and pitch startup ideas that address real-world problems. It provided a platform for budding entrepreneurs to present their business plans, test their problem-solving abilities, and receive constructive feedback from experienced judges.

Structure & Rounds

The competition unfolded in two engaging rounds:

Round 1: Ideation Submission

Participants were asked to submit a brief outline of their startup idea in the form of **PPT** through our participating platform. This included spotting a gap in the market, proposing a unique solution, and outlining the target audience and business model. The goal was to assess the participants' entrepreneurial thinking, clarity of concept, and potential for real-world impact.

• Round 2: Live Pitching

Shortlisted teams were invited for a live pitch session on campus. Each team was given 6–7 minutes to present their startup idea, followed by a 5-minute Q&A session with the panel of judges. Creativity, feasibility, and presentation skills were all put to the test.

Participation

• Total Teams: 11

• Participants per Team: 1-3

- Total Participants: 20
- Colleges Represented: Aryabhatta College, IIT Delhi, SRCC, NSUT, LSR, Sri Venkateswara College, Indraprastha College for Women, Sri Aurobindo College, Mata Sundri College, RLA



Judging Criteria

The judging panel evaluated the participants on the following metrics:

- Problem Identification & Market Need- 10 points
- Feasibility & Viability Check 10 points
- Market Positioning & Growth Strategy

 10 points
- Revenue Model & Financial Sustainability 10 points

Total of 40 points

Judges:

- Dr. Nancy Juneja Dr. Nancy Juneja, Karmaveer Chakra awardee, is the Global Chairperson of MENTORX Women, empowering women leaders. A celebrated educationist, mentor, and social activist, she has received multiple prestigious awards, including Woman Entrepreneur of the Year and recognition among the 51 Most Influential Women.
- Mr. Hiteshh Sharma- Hitesh Sharma is a visionary entrepreneur driving innovation at the intersection of climate tech, mobility, and automotive innovation. As the Founder & COO of Readily Mobility Solutions, he leads an automotive aftersales service company, making electric vehicle adoption seamless and sustainable.
- Mr. Sarthak singh- Early-stage investor at Accel, focusing on consumer startups. A
 Aryabhatta college graduate, he brings experience from Info Edge Ventures and
 public policy. His grassroots work and strategic insights make him a valuable
 contributor to the startup ecosystem







The seamless execution of Entrepreneur In You was made possible by a dedicated student organizing committee:

- Event Heads: Rishabh Agrawal, Kanak Sharma

- **Support:** Pratyush kumar, Taufiq, Punji, Kapish and Harsh

Winners

1st Place:

Team - SNACRUSH

Participants: Sanskriti Jain

2nd Place:

Team-Familihood

Participants: Sanskrati Gupta

3rd place:

Team— UPRIGHT CARE INDIA Participants: Mani Mittal, Ayush

Highlight

The event stood out for its diversity of ideas—from tech-based platforms tackling student mental health to sustainable fashion startups. The interactive Q&A segment brought out the best in participants, making the session not only competitive but also a learning experience for everyone involved.



CORPORATE TINDER

TIMINGS - 11.00 AM - 5.00 PM

DAY 1

Introduction

The E-Summit 25 at Aryabhatta College featured "Corporate Tinder: Merge or Move On," an engaging business strategy event held on April 2nd, 2025. This competition challenged participants to step into the role of corporate executives and navigate the complexities of business mergers and strategic decision-making.

Event Details

• Event Name: Corporate Tinder: Merge or Move On

• **Date:** April 2nd, 2025

• Location: Aryabhatta College

• **Timings:** 10:00 AM to 5:00 PM (business hours, with potential extension)

Competition Format

The competition was structured in two rounds:

Round 1: Online Quiz

- Participants tackled an online quiz on Unstop.
- The quiz tested knowledge of mergers and acquisitions through 20 case study-based questions.

• Round 2: Company Analysis and Presentation

- o Ten teams qualified for this round.
- Each team received a company case study, detailing strengths and weaknesses.
- Teams prepared presentations highlighting the "green flags" (strengths) and "red flags" (weaknesses) of their assigned company.
- A wildcard scenario, impacting all industries (e.g., "Make in India" initiative or the Russia-Ukraine war), was introduced by the judges.
- Teams had to decide whether to merge with another company or remain independent in response to the scenario.
- Teams choosing to merge had to justify their partner selection, while those opting out of a merger had to explain their reasoning.
- The presentation format was 4-6 slides and included: Company Background,
 Strengths, Weaknesses, and optional Opportunities & Future Plans. A
 Q& A session with judges followed the presentation.

Participation

- Total Teams: 9

- Participants per Team: 3- Total Participants: 27

- Colleges Represented: Gargi, Dyal Singh College, Shaheed Bhagat Singh College, JDMC, ARSD, Lakshmibai, Maitreyi College, Kalindi College, DDUC, RLA

Winners

Winner - Shaheed Bhagat Singh College

First Runner Up - Janki Devi Memorial College

Second Runner Up - Kalindi College

Organizing Body

The Entrepreneurship Cell (E-Cell) of Aryabhatta College organized the event. E-Cell is a student-led organization focused on promoting entrepreneurial activities among students. The seamless execution of Corporate Tinder was made possible by a dedicated student organizing committee:

- Event Heads: Aneesha Sachdeva, Aditya Messey, Harshita Lakhotia
- Collaborations & Outreach: Sanyam, Mannat
- Design & Tech Team: Ruhaan, Achira, Maanit
- Logistics: Meet, Anshika, Bhoomika







EUREKA - THE ENTREBATTLE

TIMINGS -11.00 AM- 5.00 PM

DAY 1

Title of the Event: Eureka - The Entrebattle

Society Name: The Entrepreneurship Cell

Date: 2 April 2025

Platform: Online (for Rounds 1 & 2), Aryabhatta College Campus (Final Round)

Chief Guest & Judge:

- Mr. Dhruv Singla

(A distinguished PhD Scholar in Al & Business Analytics, Founder of Office Sahayogi, and Managing Partner at JaiParkashSingla Legal & Consulting LLP.)

- Mr Hitesh Sharma

(A dynamic entrepreneur in the climate tech and automotive sectors. He is the Founder and CEO of Readily Mobility Solutions and LeazeX Mobility.)

<u>No. of Participants</u> (Team Size 1- 4 Members) : Round 1 = 75 Teams , Round 2 = 20 Teams , Round 3 = 8 Teams

Summary of the Event:

Eureka was a three-round entrepreneurial competition designed to test participants on business knowledge, problem-solving, and strategic thinking. With 75 teams competing, the event aimed to simulate real-world challenges and promote innovation, clarity, and confidence among aspiring entrepreneurs.

Structure of the Competition:

Round 1 – The Mind Quest (29th March 2025)An online rapid-fire quiz testing participants' knowledge in business, startups, and entrepreneurship. Top 20 teams advanced based on accuracy and speed.

Round 2 – The Digital Chase (30th March 2025)A clue-based cryptic hunt conducted on WhatsApp, where 20 teams raced to decode a series of business-related puzzles. 9 teams qualified for the final round.





Round 3 - The Boardroom Showdown (2nd April 2025)

The top 9 teams presented their case solutions to a judging panel in a boardroom-style setup, showcasing analytical thinking, innovation, and presentation skills.





Organizing Team

Eureka was executed smoothly, thanks to the dedication of the student team :

Event Heads: Nikhil Kapoor, Aastha Aggarwal

• Collaborations & Outreach: Jahanvi Asthana, Shweta

Design & Tech Team: Samyak, Mohit

• Support: Srishti, Shubhika

Winners:

The final round of **Eureka** witnessed exceptional presentations, innovative solutions, and intense competition among the top 8 teams. After a rigorous evaluation, the winners were announced:

1st Place - Team Gyanvardhak
Archisha Sharma, Tanishq Sethi, Adisht Jaglan
2nd Place - Team Lobsters
Saanvi Arora, Aanya Singhal
3rd Place - Team solution seekers

Ketan , Sunny , Anjali Dahiya

Highlights:

Team 3 engaged in a detailed discussion with the judges during their presentation, confidently defending their ideas. Their clarity and presence of mind likely contributed to securing the third position.

Conclusion:

Eureka concluded on a successful note, offering participants a platform to apply entrepreneurial thinking in real-time challenges. The event maintained high engagement and learning throughout all stages.

FINOBIZ 2.0

TIMINGS - 11.00 AM - 5.00 PM

DAY 2

Organized by: E-Cell, Aryabhatta College

Date: 3rd April, 2025

Under the Banner of: E-Summit 2025

About FinnoBiz 2.0:

FinnoBiz 2.0: Invest with Zest wasn't just another case competition: it was a rollercoaster of strategy, spontaneity, and sheer brainpower. Hosted by the Entrepreneurship Cell, Aryabhatta College, FinnoBiz 2.0 was a high-stakes mergers & acquisitions case competition comprising 3 highly competitive rounds.

About the Case:

The Dabba Co., a Bengaluru-based meal delivery service founded in 2013, thrived by offering nutritious, home-style food to working professionals through subscription and on-demand models. However, the COVID-19 pandemic severely impacted its operations, leading to plummeting sales, rising fixed costs, and depleted reserves. Despite partial recovery in 2023-24, challenges like poor digital infrastructure, increased competition from food delivery giants, and a decline in subscription-based customers persist. The company now faces a strategic crossroads: either sell a 70% stake to FoodFirst, gaining national expansion and debt relief but losing operational control, or sell a 40% stake to Indus Capital Partners, retaining control and exploring new markets, though unable to settle debts. Rohit Malhotra, a consultant, must assess both options to draft a revival strategy balancing immediate survival with long-term growth.

Expectations from teams:

The Dabba Co. was at a turning point, and judges were looking for more than just textbook answers- they wanted thoughtful, practical strategies grounded in the case's realities. What set their great solutions apart was how deeply they understood the company's struggles: like its slow recovery after COVID, the drop in loyal subscribers, rising customer acquisition costs, and an underwhelming digital presence. Judges appreciated creative yet realistic ideas to tackle these pain points, including how to boost efficiency in operations, revamp tech platforms, and compete with giants like Zomato and Swiggy. They also looked closely at the proposed short-term fixes and long-term visions, especially how the company could grow without losing its original values- like supporting local farmers and empowering women. In the end, it wasn't just about numbers, it was about how well teams could help The Dabba Co. find its way back. This year's edition lit up the kind of excitement that only a high-stakes battle of wits can bring.

Structure and Rounds:

Round 1 – Quiz:

A fast-paced quiz testing participants' knowledge of finance, business, current affairs, and logical reasoning. It acts as a screening round.

Round 2 – Case Submission:

Qualified teams receive a real-world business case (*The Dabba Co.*) and must submit a strategic solution in PPT format, focusing on analysis, decision-making, and innovation.

Round 3 - Final Pitch:

Selected teams present their case solution to a panel, pitching their ideas with confidence and clarity, followed by a Q&A session where they defend their recommendations.

Judges:

The judges panel brought the heat and heart:

- 1) Mr. Ayush Jakhar (Finance Analyst)
- 2) Mr. Ritik Bansal (Corporate Strategist), and
- 3) Mr. Reshabh (Financial Modelling specialist)
- 4) Ms. Nitika (Finance specialist)

grilled, guided, and got us all rethinking what it means to pitch a good idea.

Participation:

- Total Teams: 12
- Colleges Represented: IIT Patna, Christ Ghaziabad, Jesus & Mary College, Aryabhatta College, Ramanujan College, Zakir Hussain Delhi College, Ramjas College, PGDAV, ANDC

Organizing Team:

- Event Heads: Tanishka Jumnani, Leisha Sehgal
- PR and Marketing team: Rakshit Chajjer, Karan Chhabra
- Content: Grisha Arya, Shashank Negi

Winners:

The 1st prize was awarded to **Maheeka**, from Christ University, Ghaziabad.

First Runner Up trophy was bagged by the cross college team of **Zakir Hussain Delhi College** and **Ramjas college**, by **Bhumi Gupta** and **Kushagra Daylani**.

Team Finnacle, comprising of **Vinnet Sehrawat** and **Tavishi** scored the 2nd runner up trophy!

Highlight:

The judges were genuinely taken aback-not just by the ideas, but by the confidence and clarity with which they were delivered. They spoke about how rare it is to see students tackle

real-world problems with such maturity, and how each team brought something distinct to the table. What truly stood out to them was the balance, between ambition and realism, between storytelling and strategy. And most of all, the grit. The way participants held their ground, adapted on the fly, and responded under pressure felt, in their words, "nothing short of boardroom-ready.

FinnoBiz 2.0 wasn't just another case competition: it was an experience. The kind that stays with you long after the final slide fades and the applause goes down. As it wrapped up, we walked away with lessons in last-minute crisis management and discovered the true essence of what goes into organizing a case comp. They came. They pitched. They invested- with Zest!







HYPEMAXING

TIMING 12.00 AM - 3.00 PM

DAY 2

Organized by: E-Cell, Aryabhatta College

Date: 3rd April 2025

Under the Banner of: E-Summit 2025

Overview

Hypemaxxing, the flagship marketing competition organized by the E-Cell of Aryabhatta College, was held on 3rd April 2025 as a part of the E-Summit 2025. Aimed at testing participants' marketing acumen, the event was designed to be dynamic and interactive, offering a blend of digital and on-ground engagement.

Structure & Rounds

The competition was conducted in three rounds:

- Round 1: A marketing quiz was held as first round for Hypemaxxing through Google Forms on 31st March.
- Round 2: Conducted offline in the Aryabhatta College campus, this round featured a unique auction segment, where teams bid on marketing tools like AI, Influencer Marketing, etc. Additionally, real brands with stalls at the E-Summit were auctioned for participants to create campaigns around.
- Round 3: The final round was all about execution. Teams created interactive reels promoting their auctioned brands using resources from the campus itself. As an added option, teams could also present a pitch deck (PPT) to supplement their campaigns. A few teams stood out with excellent presentations in this round.

Participation

- Total Teams: 6

- Participants per Team: 2- Total Participants: 12

- Colleges Represented: Aryabhatta College, College of Vocational Studies, Maitrayi College, SPM College Delhi, and Maharshi Dayanand University, Rohtak.

Judging Criteria

Participants were evaluated on the following:

- Creativity and Originality of Advertisement 50 points
- Effective Use of Auctioned Resources 20 points
- Clarity and Feasibility of Marketing Plan 10 points

The judging was overseen by E-Cell Supervisors:

- Yashika Taparia Vice President
- Tannu Singhal Project Head

Organizing Team

The seamless execution of Hypemaxxing was made possible by a dedicated student organizing committee:

- Event Heads: Mayank Madaan, Sidhariyan Singh
- Collaborations & Outreach: Yuvika Arora
- Design & Tech Team: Dipankar, Avni Gupta, Yash Kumar Maurya
- Support: Shaurya, Vikash Kumar, Devansh Gaur

Winners

The winning team hailed from College of Vocational Studies:

- Leisha Samtani
- Srishti Yadav

Highlight

A last-minute decision turned into a masterstroke — collaborating with brand stalls at the E-Summit and including them in the auction not only boosted engagement but also gave participants a real-world feel of brand promotion. This spontaneous addition became one of the standout elements of the competition.



MAGAZINE LAUNCH

As the two-day extravaganza drew to a close, E-Summit '25 celebrated its grand finale with the unveiling of **FRONT FACTOR**, the Entrepreneurship Cell's eagerly awaited annual magazine. This beautifully crafted publication showcases a diverse collection of student-authored articles that explore every facet of the entrepreneurial journey—from in-depth analyses of emerging business models and finance trends to first-hand accounts of startup successes and lessons learned. With thoughtful contributions on digital disruption, sustainable growth strategies and innovative funding approaches, Front Factor not only captures the intellectual rigor of Aryabhatta College's budding entrepreneurs but also serves as a practical guide for peers and mentors alike. As attendees flipped through its vibrant pages, it became clear that the magazine embodies the collaborative spirit, creative vision and unyielding drive that defined E-Summit '25—leaving everyone inspired and eagerly anticipating the next chapter in our journey of innovation.



