



Aakarshan Sethi

ENTREPRENEURSHIP • STARTUPS • INNOVATION •
MENTORSHIP

Working with **Multiplier Technologies** and simultaneously helping startups as **Co-Founder & CEO, The Startup Scholars**.

Speaker & Entrepreneurship Profile

Aakarshan Sethi is an **Entrepreneurship Enthusiast** who has been part of the entrepreneurship ecosystem for more than 10 years. He is currently working with **Multiplier Technologies** and is simultaneously helping startups as **Co-Founder & CEO of The Startup Scholars (101 Capital Consultancy Pvt Ltd)**.

He has worked on a wide range of entrepreneurship-focused projects with several State Governments and the Central Government. A key highlight was his work on the Government of India's flagship **Startup India Yatra**, where he helped spread awareness about entrepreneurship at the grassroots level, particularly across Tier 2 and Tier 3 cities. He also scouted promising ideas and supported founders with government resources and personal mentorship to help turn their ideas into potential startup businesses.

He has also worked with the **Startup Himachal** team as Senior Startup Consultant to the Government of Himachal Pradesh, contributing to the revamp of the State Startup Policy. He directly reported to Smt. Deepika Rana, Executive Director HPCED and Deputy Director of Industries, Government of Himachal Pradesh.

Across his professional journey, he has worked directly with organisations including **HCL, Ernst & Young (EY), Collabera Technologies, SingEx Exhibitions** (Singapore-based firm, now named Constellar), **Startups International Business Exchange (Sinbex)** (startup arm of IC1101 Capital), and **Airmeet Inc.**

Recognition, Mentorship & Ecosystem Contributions

- Recognized mentor by **Startup India**.
- Mentor of Change under the **Atal Innovation Mission**.
- Recognized Startup Mentor by **5 State Governments**.
- Recognized as a **Business Coach** by the Business Blasters program under the Government of Delhi.
- Awarded **Best Customer Success Manager – 2024** by **Marketing Minds**.
- Member and advisor/mentor to **8 startup communities** and **7 incubation centers**, including IIM Shillong.
- Has served as board advisor and mentor to approximately **75+ startups**.
- Has participated in events as **Investor, Judge, Mentor and Trainer**.

The Startup Scholars

Aakarshan Co-Founded and now leads **The Startup Scholars (101 Capital Consultancy Pvt Ltd)**, a **DPIIT-registered SaaS-based startup consulting firm** focused on solving the 360° view of challenges faced by entrepreneurs and ecosystem players. TSS has supported startups through services including **Business Modelling, Project Management, Scaling Up, Pitch Deck Valuation, Website Development, Digital Marketing, Mentorship, Roadmaps and Tech Advisory**.

The Startup Scholars also developed a cloud-based SaaS platform that provided startups and ecosystem players with an intuitive, user-friendly interface to track business performance and progress. TSS was recognized by the Government of Gujarat and was incubated there.

Entrepreneurial & Investment Experience

Aakarshan was one of the **Investors & Silent Directors of MYTH Travellers**, alongside Deepanshu Kalani and Karan Kataria; the venture raised a **Seed Fund of INR 30 Lakhs** before COVID.

He also worked with **Sarvpriye Foundation**, a Delhi NCR-based NGO, as an Advisor & Director – Entrepreneurship & Innovation Specialist, where he helped women become self-sustainable.

He has also worked with successful startups including **Retcons Technology**, **Flash E-Bike Taxi (KSMS Transportation)**, and **BS Happy Technologies**.

Speaking & Workshop Highlights

100+	Startup-related / Motivational Workshops
60+	Train-the-Trainer Workshops
25+	Webinars — and counting
75+	Startups mentored / advised approximately

Selected Credibility & Media References

- **Government initiative with CM of Arunachal Pradesh** — <https://bit.ly/2OY2rXg>
- **Startup Himachal — Notifications / Startup Team** — <https://startuphimachal.hp.gov.in/home/notifications/>
- **Entrepreneurship speaker — Government of J&K**; — <https://bit.ly/3s7DNC8>
- **IC1101 / NEHU technology development initiative** — <http://bweducation.businessworld.in/article/IC1101-Associates-With-NEHU-Shillong-For-Technology-Development-Of-Non-contact-Based-IR-Scanner-/22-06-2020-289917/>
- **News coverage — Yatra project in Himachal** — <https://youtu.be/vqKGJ551anY>
- **News coverage — Yatra project in J&K**; — <https://bit.ly/2PfCYIU>
- **Telegraph India — startup boot camp in Jharkhand** — <https://m.telegraphindia.com/states/jharkhand/boot-camp-for-start-ups/cid/1310074>
- **Dainik Bhaskar — startup boot program in Chhattisgarh** — <https://www.bhaskar.com/chhatisgarh/kondagaon/news/the-benefits-of-startup-going-to-the-boot-program-025053-2650054.html>