SCHOOL OF COMMERCE & MANAGEMENT STUDIES

COPE ENTREPRENEURSHIP CENTRE FOR PROFICIENCY ENHANCEMENT

STARTUP SPARK

YOUR FORTNIGHTLY GUIDE TO INDIA'S ENTREPRENEURIAL NEWS

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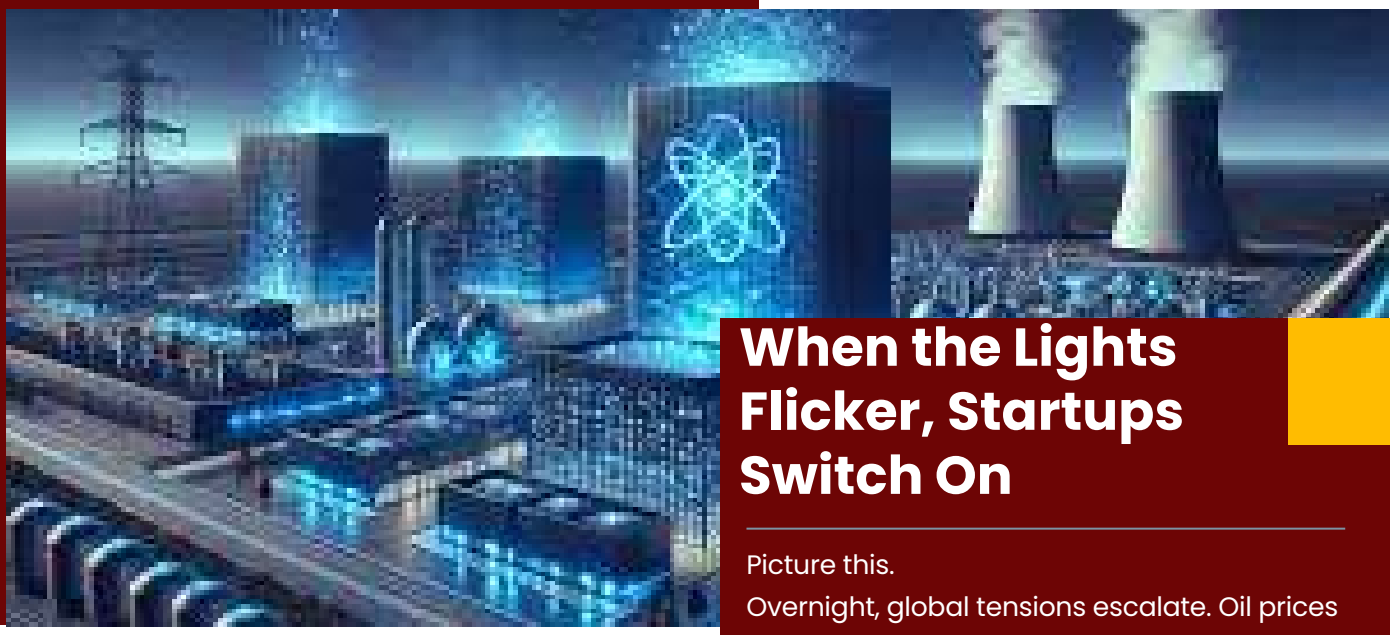

When the Lights Flicker, Startups Switch On

Picture this.

Overnight, global tensions escalate. Oil prices spike. **Your city doesn't go dark—but something shifts.**

Metro fares inch up. Electricity bills quietly rise. Factories cut shifts. The campus canteen starts talking about LPG costs.

Nothing collapses. But everything becomes… a little more expensive. A little more uncertain.

This is what an energy shock feels like.

Distant wars. Local consequences.

The Invisible Crisis

India imports a large share of its oil and gas. Which means every disruption in the Gulf doesn't stay in the Gulf—it travels. Into your transport costs. Into your startup's unit economics.

Into the cost of simply keeping the lights on.

Energy resilience—our ability to absorb shocks and keep moving—is no longer just a policy issue.

It is a business problem. Which makes it a startup opportunity.

The Entrepreneur's Question

For the previous generation, energy was infrastructure. For your generation, it is innovation.

So the question shifts from: "Why is energy so expensive?" To:

"What can I build so that my country doesn't flinch every time the global energy market sneezes?"

Energy Crisis & Entrepreneurial Opportunity

Where Student Founders Come In

You may not run a refinery from your hostel room. But you don't need to. Energy entrepreneurship today is not about scale first. It's about solving small, real problems—fast.

1. Smart Saving > Smart Grids

Build tools that reduce waste before we build more supply.

- Smart plugs, IoT sensors, energy dashboards
- Apps that gamify energy saving across hostels or departments

Saving energy is often cheaper than producing it.

2. Rooftop is the New Power Plant

Campuses, apartments, small businesses—> underutilised rooftops everywhere.

- Solar-as-a-service models
- Zero upfront cost, pay-from-savings approach
- Monitoring + maintenance as a business

The opportunity is not just installation—it's ownership models.

3. Storage is the Real Game

Renewables are growing. Storage is lagging.

- Battery analytics for EVs and campus fleets
- Micro-storage for homes and small businesses
- Predictive software for battery life and usage

Energy is no longer just produced. It is managed.

4. Waste to Energy = Circular Opportunity

What your hostel throws away can power what it needs.

- Biogas from food waste
- Micro CBG units
- Platforms connecting waste sources to energy producers

Waste is not a disposal problem. It is an input waiting to be used.

5. Awareness as a Startup

Information gaps are massive.

- Energy literacy platforms
- Student-friendly dashboards on consumption
- Content that translates policy into action

Sometimes, the first disruption is understanding.

A Pattern You Should Notice

Every opportunity above has three things in common:

- It starts small
- It solves something visible
- It scales through replication

That's exactly where student founders win.

The Student Founder's Playbook for Energy Innovation

Big problems don't need big beginnings. They need sharp observation and disciplined execution.

Step 1: Start Where You Are

Don't look at India. Look at your campus.

- Where is energy wasted?
- Where do outages hurt the most?
- Who is paying more than they should?

Every complaint is a startup waiting to happen.

Step 2: Build Small, Prove Fast (Forget scale. Build proof).

- One hostel block
- One lab
- One canteen

If you can say, "We reduced energy use by 18% in 2 weeks," you are already ahead of most startups.

Step 3: Turn Work into a Story

Your pilot is your pitch.

- Before vs After data
- Cost savings
- Real users

Investors don't fund ideas. They fund evidence.

Step 4: Use the Ecosystem

Energy startups sit at the intersection of policy, tech, and funding. Tap into:

- Campus incubators
- Government sustainability grants
- Student-focused funds
- Climate-tech challenges

Right now, energy + climate = capital magnet

Step 5: Collaborate Early

You don't need to build alone.

- Work with campus facilities
- Partner with local utilities
- Collaborate with renewable companies

Your strength is speed. Theirs is scale. Together, it works.

Step 6: Think Like a Business (Not a Project) → This is where most student ideas fail. Ask early:

- Who pays?
- Why will they pay?
- How much do they save?

If you save ₹300 for every ₹100 spent, you don't need convincing—you need customers. The Bigger Shift → Energy is no longer just about supply. It is about efficiency, decentralisation, and intelligence. And here's the interesting part: The next breakthroughs may not come from oil giants or governments.

They may come from:

- A student tracking hostel electricity
- A team optimising battery usage
- A founder turning food waste into fuel

Closing Note

Every crisis creates two kinds of people: Those who feel the impact and those who build the response. The energy crisis will be discussed in policy rooms. But it will be solved in workshops, labs, and startup garages.

The only real question is: When the lights flicker... will you notice the problem? Or build the solution?