

MANIPAL UNIVERSITY JAIPUR

APEX SKILL LAB

SPONSORSHIP PROPOSAL 2026

Weekly Skill-Building Workshops for India's Next Generation of Professionals

Professional • Modern • Data-Driven



THE PROBLEM

Students Graduate. Companies Hire. Nobody Meets in the **Middle.**



Students

- Degrees without employer-ready, practical skills
- Limited exposure to real industry problems
- Culture-fit unknown until late in hiring



Companies

- Pay ₹30k–₹1L per hire (agencies), high CAC
- Time-intensive screening; low campus conversion
- Need pre-screened, motivated talent



The Gap

- Few structured, problem-based bridges from campus to company
- Missed matches, slow time-to-hire
- High opportunity costs for both sides

“Companies pay ₹30k–₹1L per hire and still miss culture-fit. APEX Skill Lab gives you pre-screened, motivated candidates at a fraction of that cost.”



THE SOLUTION

APEX Skill Lab (Weekly, 90 Minutes)



Industry Problem

10 MINUTES

Sponsor-led brief presenting a real-world challenge and defining success criteria.



Skill Training

60 MINUTES

Hands-on technical session with an expert mentor to build required capabilities.



7-Day Challenge

ASYNC EXECUTION

Students submit solutions, code, designs, or documentation asynchronously.



Certificate

RECOGNITION

Co-branded certificates issued; top performing students spotlighted to sponsors.

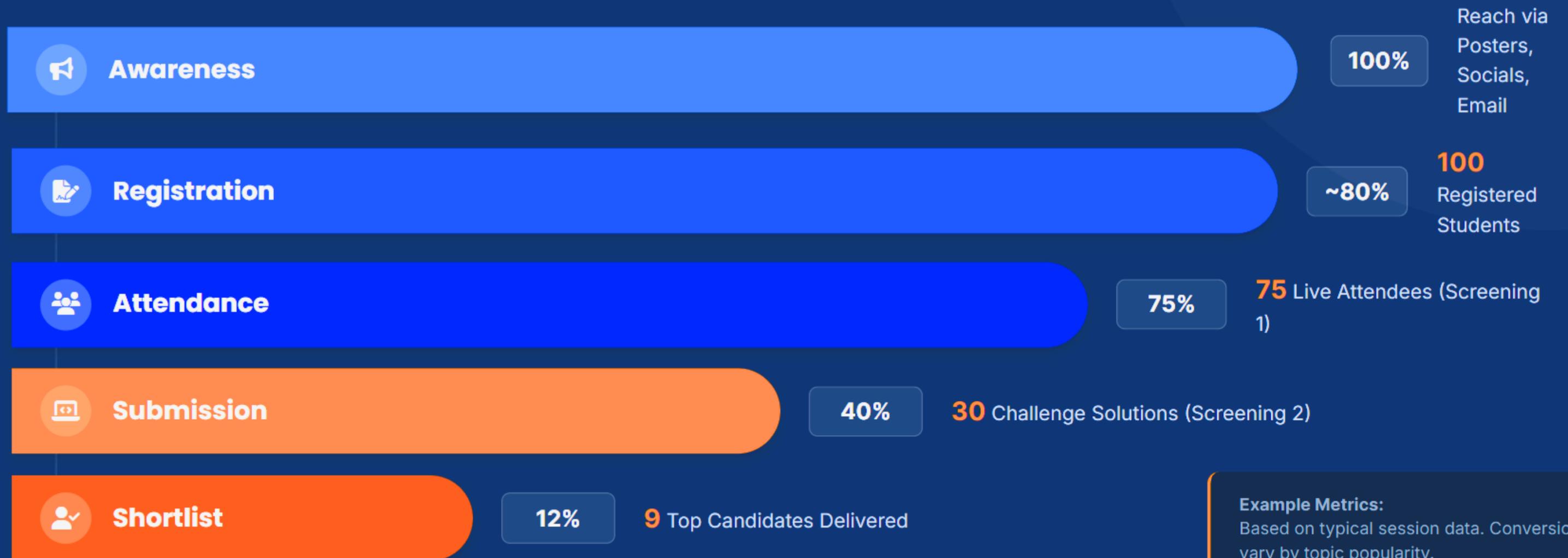
INTEGRATED FOR SPONSORS

Seamless lead capture, candidate screening, and top-tier shortlist delivery within **48 hours**.

ENGAGEMENT FUNNEL

From Awareness to Shortlist

Our structured pipeline ensures consistent filtering, delivering only the most motivated candidates to your recruitment team.



Example Metrics:

Based on typical session data. Conversions vary by topic popularity.

Registration → 75% Attendance →
40% Submission → 12% Shortlisted

YOUR AUDIENCE

Reach & Demographics at MUJ



5,000+

Total Student Reach
Via APEX Network



80–150

Attendees Per Session
Highly engaged



30+

Project Submissions
Per weekly challenge



2nd–4th

Year Undergrads
Placement-ready talent

Diverse Disciplines

Computer Science

ECE

Mechanical Eng.

Data Science

AI & ML

Architecture

Design

Management

Biotech

Law

Humanities

Mechatronics

"Our workshops attract a multidisciplinary crowd, fostering cross-pollination of ideas and unique problem-solving approaches."

PROOF OF STUDENT COMMITMENT

Students pay a registration fee to attend, ensuring high intent and lower drop-off rates.

SPONSORSHIP PACKAGES

Transparent Pricing & Guaranteed Outcomes

SILVER

₹10,000 / Session

- ✓ Logo on all posters & collateral
- ✓ 2 Social Media Posts (Reach 1k+)
- ✓ Registration Data (48 hrs)
- ✓ Session Recording Rights (30 Days)

KPI GUARANTEES

Registrations	80+
Live Attendees	50+

MOST POPULAR

GOLD

₹25,000 / Session

- ✓ Everything in Silver +
- ✓ 10-Min Speaker/Sponsor Slot
- ✓ Co-Branded Certificates
- ✓ Top 15 Talent Profiles (CVs)
- ✓ 60-Sec Highlight Reel

KPI GUARANTEES

Live Attendees	60+
Qualified Submissions	15+

TITLE SPONSOR

₹60,000 / Month

- ✓ 4 Sessions (Monthly)
- ✓ "Presented By" Naming Rights
- ✓ Topic Co-Design & Branding
- ✓ 1 Virtual Talent Connect Event
- ✓ Top 25 Profiles/Month

MONTHLY KPI GUARANTEES

Total Attendees	320+
Project Submissions	25+

 **Risk-Free Guarantee:** If attendance KPIs are not met, we provide a partial refund or run an additional promotional campaign/session at no cost.

POST-EVENT REPORTING

KPI Dashboard Mockup

Sample data delivered to sponsors within 48 hours of every session.

 48-HOUR TURNAROUND



120

Registrations



78%

Attendance Rate 



28

Project Submissions



1.6

Avg Questions/Min



+52

Net Promoter Score

Top Talent Identified (Shortlist Preview)

 Download Full CSV

RANK	STUDENT NAME	DEPT & YEAR	PROJECT SUBMISSION	SCORE	CONTACT
1	Aarav Patel	CSE • 3rd Year	AI-Based Traffic Control System	 98/100	 
2	Sneha Gupta	ECE • 4th Year	Smart Grid IoT Monitor	 95/100	 
3	Rohan Sharma	Design • 2nd Year	UX Case Study: FinTech App	 92/100	 

Cost Comparison & Unit Economics

APEX Cost Breakdown

SILVER ₹10,000

Cost Per Attendee (CPA) ₹10k ÷ 80 students ₹125.00

GOLD ₹25,000

Cost Per Attendee (CPA) ₹25k ÷ 80 students ₹312.50

Cost Per Submission (CPS) ₹25k ÷ 15 qualified ₹1,666.67

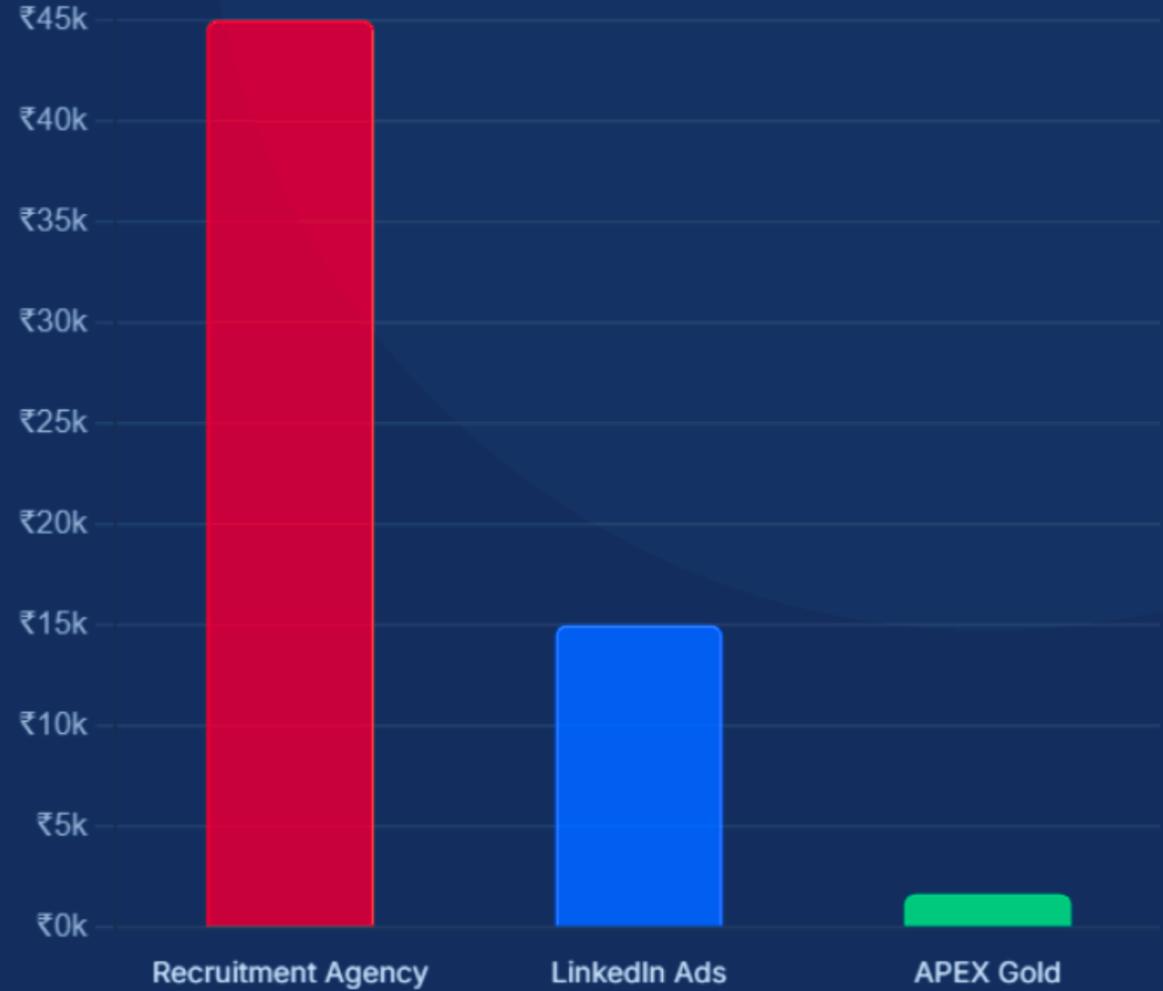
TITLE (MONTHLY) ₹60,000

Cost Per Attendee (CPA) ₹60k ÷ 320 students ₹187.50

Cost Per Submission (CPS) ₹60k ÷ 25 qualified ₹2,400.00

Market Benchmark

Cost per Screened/Qualified Candidate vs. Traditional Channels



 **~95% Cost Savings vs. Agencies**
APEX delivers culture-fit, pre-screened talent at a fraction of the cost of recruitment firms (₹30k-₹1L/hire).

GUARANTEED DELIVERABLES

End-to-End Value Timeline



Lead Capture & Delivery System

01



Registration Form

Comprehensive data collection before the event via Google Forms / APEX OS.

FIELDS CAPTURED

Name Email Dept/Year
LinkedIn CV Upload
"Why Attend?"

02



QR Check-in

Live attendance verification at the venue entrance to filter "Registered" vs "Attended".

PROCESS

Scan QR → Verify ID → Mark Present

03



Auto-Processing

Instant data segmentation and scoring based on attendance and submission status.

WORKFLOW

Zapier → Filter CVs → Slack Alert

04



48-Hr Delivery

Structured handover of segmented leads and top talent profiles to sponsor.

DELIVERABLES

Clean CSV Top 15 CVs
Report PDF

🔧 **Tech Stack:** Seamless integration ensures zero data loss and GDPR/DPDP compliance.



EXECUTION CAPABILITIES

Our Team & Operations



Sponsor Lead

Primary POC for coordination & relationship management.



Comms & PR

Manages emailers, social posts, and student outreach.



Registration

Handles data entry, check-in desk, and lead list hygiene.



Tech Support

AV setup, recording, live stream, and Wi-Fi stability.



On-Day Ops

Venue logistics, catering, and crowd management.

Recording & Editing Plan

PRODUCTION

APEX Media Team

POST-PRODUCTION

Pro Editor Pool

DELIVERABLES

Full Sess. + 60s Reel

TURNAROUND

5 Days Max

 **Zero Cost to Sponsor:** Covered via student fees (₹7,920 revenue/session).

Legal & Payments

Standard MOU

2-page agreement covering deliverables, data privacy (DPDP), and IP rights.

Payment Terms

50% Upfront (First-time partners), 50% Post-Report. GST Invoices available.

Preferred Modes

Bank Transfer (NEFT/IMPS) or UPI.

STRATEGIC EXPANSION

Growth Roadmap 2026

PHASE 1

Proof of Concept

📅 Mar – Apr 2026

- 🧪 Launch 3 pilot sessions to validate engagement model.
- 📊 Collect baseline metrics on attendance & completion.

Target Reach **80–100 Students**
Key Output **Initial Case Studies**

PHASE 2

Scale at MUJ

📅 May – Aug 2026

- 🚀 Establish weekly session cadence across all departments.
- 🔗 Full integration with APEX OS for automated tracking.

Target Reach **150+ Students/Sess.**
Key Output **Weekly Talent Pipeline**

PHASE 3

Multi-Campus Expansion

📅 Sept 2026 +

- 🌐 Expand model to 5+ partner colleges in the region.
- 🏆 Launch cross-campus sponsor challenge tracks.

Target Reach **500+ Students/Sess.**
Key Output **Regional Talent Pool**



First-Mover Advantage

Sponsors who join in Phase 1 & 2 secure preferential pricing and "Founding Partner" status as we scale to 5,000+ students across multiple campuses.

COMMON QUESTIONS

You Asked, We Answered



What if attendance is lower than expected?

We guarantee KPIs. If numbers dip below the promise, we offer a **full refund** or an additional promotional campaign & re-run session at zero cost until the target is met.



How exactly do you capture & verify leads?

We use a multi-step process: Registration (Google Form) → On-site QR Check-in → **APEX OS Integration**. This ensures you only pay for verified, active attendees, not just sign-ups.



Who owns the student IP from challenges?

Students retain IP rights by default to encourage creativity. However, companies can offer **incubation deals** or prizes to acquire specific solutions with mutual consent.



How quickly do we get the post-event report?

Speed is our priority. You receive the full impact report, including NPS, attendee data, and top talent profiles, within **48 hours** of the session closing.

WHO WE ARE

About APEX

The official Student Research, Innovation & Skill Development Club at Manipal University Jaipur.



Officially Recognized

Authorized under the Directorate of Student Welfare (DSW), ensuring full university backing and resource access.



Built 'APEX OS'

Developed our own proprietary student innovation platform to track skills, projects, and recruitment data.



5,000+ Community

Massive reach across Engineering, Design, and Management disciplines with consistent weekly engagement.

“

We bridge the gap between academic degrees and industry demands through practical, problem-based learning.

| Empowering the next generation of professionals.

Sample Post-Event Report (Delivered in 48 Hrs)

APEX. Post-Event Impact Analysis

REPORT GENERATED
Oct 14, 2026 (46 hrs post-event)

Registrations

128

106% of Goal

Live Attendance

94

73% Turnout

Submissions

32

34% Conv.

NPS Score

+58

Excellent

Engagement Overview

Metric	Target	Actual	Status
Avg. Watch Time	45 min	54 min	Exceeded
Questions Asked	15	28	High
Poll Participation	60%	82%	High
Social Mentions	10	24	Bonus

Audience Breakdown

Top 3 Talent Spotlights

Based on challenge scores & mentor review.

- AS** **Aarav Singh**
CS • 3rd Year • **Score: 98/100**
"AI City Planner Algorithm" [Share](#)
- PM** **Priya Mehta**
Arch • 4th Year • **Score: 95/100**
"Generative Facade Design" [Share](#)
- RG** **Rohan Gupta**
Data Sc • 2nd Year • **Score: 92/100**
"Traffic Flow Optimization" [Share](#)

NEXT STEPS

Turn Campus Hiring into a Predictable Engine.

Book a 15-Minute Discovery Call

We'll walk you through a live post-event report, show you the dashboard, and co-design a problem statement tailored to your hiring needs.

RECEIVE THESE IMMEDIATELY ON "GO":

- ✔ One-page Sponsor Brief (PDF)
- ✔ 2 Tailored Email Templates
- ✔ Sample 48-hr Report Template
- ✔ Full Sponsorship Deck (PDF)

1

Select Package

Choose Silver, Gold, or Title based on your hiring volume goals.

2

Sign MOU

Standard 2-page agreement covering IP & data privacy.

3

Launch

Send us your problem statement. We handle the rest.

POINT OF CONTACT



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Payment Terms: 50% upfront to block dates, 50% upon delivery of post-event report. Bank Transfer / UPI accepted.