

# Deepak Pareek

Entrepreneur | Content Creator  
Keynote Speaker | Creative Film Producer

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## Press Release

**Creator Entrepreneur Deepak Pareek on starting up during college, creating a personal brand and more**



“You should start building your personal brand right from college because it opens up a lot of opportunities”, said Content Creator & Entrepreneur [Deepak Pareek](#) at Manipal University Jaipur at an event organized by Techstars Startup Weekend, Jaipur on 1<sup>st</sup> October 2022. This was a 3-day event where the participants had to meet their friends, pitch their idea and form a team on day 1. On day 2, they were to get mentored by mentors on how to work better on their startup and ways of improving their core product. The students gained expert mentorship that gave them clarity on their startup. Day 3 was pitching day. The participants had to now pitch their product in front of other participants and a panel of judges.

[Deepak Pareek](#) was the keynote speaker at the event and he spoke to the students about personal branding, starting up during college, how to pitch your startup and more. “In my opinion, there are two important things one must focus on while pitching - simple communication and selling”, said Deepak during his talk. One of the common questions that Deepak was asked was, “what are the 3 characteristics that every entrepreneur must have?” to which he said, “communication, subject matter expertise, and knowing when to quit”. One

of the mentors at the event was Anushree Jain, founder of SocialTAG, an influencer marketing agency and she helped the participants with her knowledge and gave them insights on how they improve their product.

The keynote session ended on a good note and Deepak Pareek was felicitated by the Organisers. Deepak along-with other judges/mentors also had an informal interaction with the audience/participants of the event and got to know of their entrepreneurial ambitions and plans.



### **About Deepak Pareek:**

*Deepak Pareek is an Entrepreneur, Content Creator, TEDx Speaker and a Creative Film Producer hailing from Calcutta and now based in Mumbai, India. He pursued his schooling from Don Bosco School, Kolkata, graduation from St. Xavier's College, Kolkata and completed his Masters in Management & Entrepreneurship from University of Southampton Business School, UK. To learn more, visit [www.instagram.com/dkpareek/](https://www.instagram.com/dkpareek/) / [www.dkpareek.com](http://www.dkpareek.com)*

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