



**SIR KEN ROBINSON**  
CREATIVITY EXPERT  
TED TALK

**1** In his TEDTalk, He makes an entertaining and profoundly moving case for creating an education system that nurtures (rather than undermines) creativity. He challenges the way we're educating our children and champions a radical rethink of our school systems, to cultivate and acknowledge multiple types of intelligence. Robinson's TEDTalk has been distributed widely around the Web since its release. The most popular words framing blog posts on his talk? "Everyone should watch this."



**PRANAV MISTRY**  
COMPUTER SCIENTIST  
TED INDIA

**3** At TEDIndia, Pranav Mistry demoed several tools that help the physical world interact with the world of data -- including a deep look at his SixthSense device and a new, paradigm-shifting paper "laptop." In an onstage Q&A, Mistry said he'll open-source the software behind SixthSense, to open its possibilities to all.



**JILL TAYLOR**  
NEUROANATOMIST  
TED 2008

**5** Her 2008 TED Conference talk about her memory of the stroke became an Internet sensation, resulting in widespread attention and interest around the world. It became the second most viewed TED talk of all time. She got a research opportunity few brain scientists would wish for: She had a massive stroke, and watched as her brain functions -- motion, speech, self-awareness -- shut down one by one. An astonishing story indeed!!

**JEFF HAN**  
RESEARCH SCIENTIST  
TED 2006



**2** At TED 2006, the audience whistled, clapped and gasped audibly as Han demoed (for the first time publicly) his prototype drafting table-cum-touch display, developed at NYU's Courant Institute of Mathematical Sciences. The demo included a virtual lightbox, where he moved photos by fingertip -- as if they were paper on a desk -- flicking them across the screen and zooming in and out by pinching two fingers together, as well as a Google Earth-like map that he tilted and flew over with simple moves.

**STEPHEN HAWKING**  
THEORETICAL PHYSICIST  
TED 2008



**4** In his talk, he asks some Big Questions about our universe -- How did the universe begin? How did life begin? Are we alone? -- and discusses how we might go about answering them.

**SCOTT RICKARD**  
PROFESSOR  
UNIVERSITY COLLEGE, DUBLIN  
TEDx MIA



**6** He set out to do what no musician has ever tried -- to make the world's ugliest piece of music. At TEDxMIA, he discussed the math and science behind creating a piece of music devoid of any pattern. The Perfect Pain, music that only a mathematician could write, is definitely one ugly piece of music!

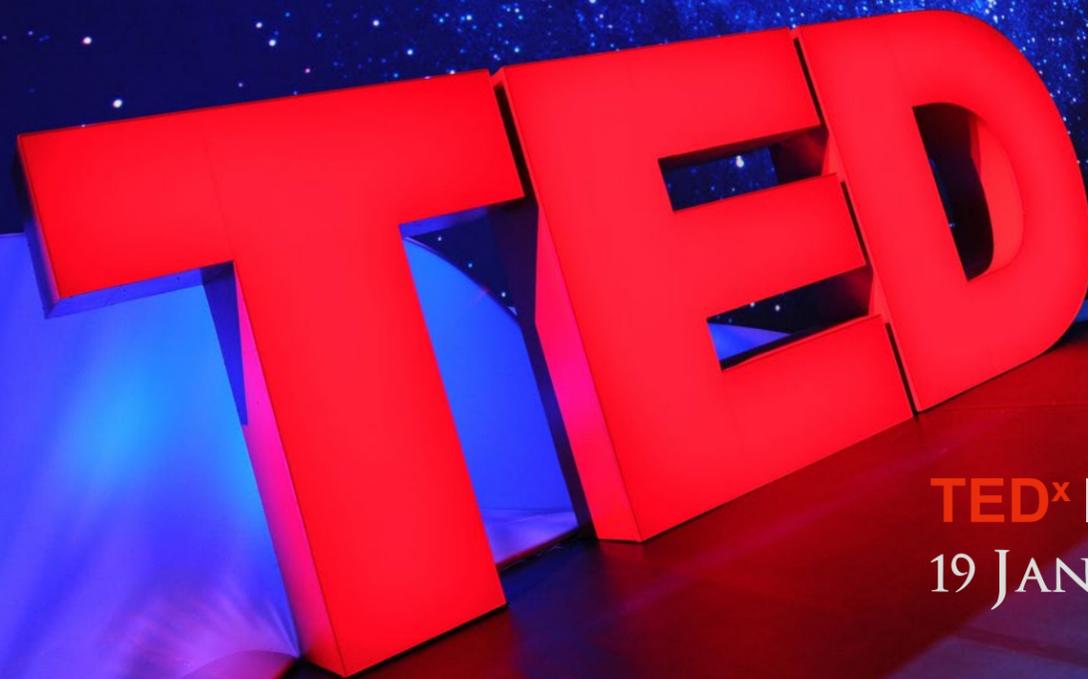
**POPULAR TED TALKS**

**STUDENTREPRENEUR**

Special TED<sup>x</sup> Edition

edcatiitd.wordpress.com

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**TED<sup>x</sup> IIT Delhi**  
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**TED AT A GLANCE**



HOW TED TALKS "SPREAD THE IDEAS WORTH SPREADING"

ASK SCARY QUESTIONS.



Sir Ken Robinson's "Do Schools Kill Creativity?" is the most viewed TED Talk ever

FLASH FUTURISTIC TECH.



Vijay Kumar's demo of flying bird robots has the most views from TED 2012

PLAN CLEVER STUNTS.



Bill Gates released a swarm of mosquitoes during his talk on Malaria vaccines and went viral

3.5 MILLION VIEWS

1.2 MILLION VIEWS

TED.COM POSTED THEIR FIRST VIDEO AFTER BBC REJECTED A TED T.V. PITCH BECAUSE IT WAS "TOO INTELLECTUAL." 6 YEARS LATER:

150M USERS CAN NOW STREAM 1,300 TALKS ON TED.COM.



SOURCE: www.onlineclasses.org

**TED TALKS ARE**

**SPECTACLES FOR SMART PEOPLE**



**"I JUST WANTED TO THROW THE WORLD'S BEST DINNER PARTY."**

TED conference creator **RICHARD SAUL WURMAN**

**HIS IDEA:** Invite the best and brightest to come "GIVE THE GREATEST TALK OF THEIR LIVES" in 18 minutes

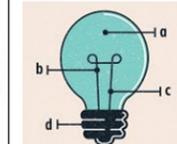
**DÉCOR AT THE FIRST TED CONFERENCE:**

- A \$25 million copy of Declaration of Independence
- \$2 million worth of Chihuly's hand-blown glass
- The 14,000 lb. T-Rex Skeleton, Sue. (Yes. The one from

**GUESTS SINCE THEN INCLUDE:**

- Bill Clinton
- Jane Goodall
- Bill Gates
- Sergey Brin
- Malcolm Gladwell

**THE ANATOMY OF A GREAT TED TALK**



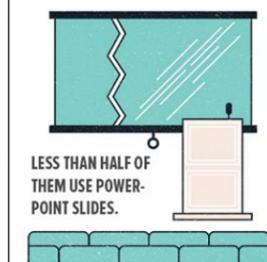
WHAT THE 90 TED SPEAKERS WITH OVER 1 MILLION VIEWS HAVE IN COMMON:

**1. THEY USE MORE RELATABLE TOPICS.**

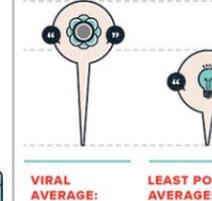


**THE 5 LEAST VIRAL THEMES:**  
Architecture  
Weather  
Media  
War  
Time

**2. THEY'RE MORE ACTIVE.**



**3. THEY HAVE MORE TO SAY.** THEY LAST 50% LONGER THAN THE LEAST POPULAR TALKS.



**Editorial Team:** Utkarsh Malhotra, Anshuman Kumar, Navneet Saini, Praneet Agarwal, Shalini Matta, Supratim Das

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## RAJDEEP SARDESAI



Rajdeep Sardesai is the Editor-in-Chief, IBN18 Network, that includes CNN-IBN, IBN 7 and IBN Lokmat. He comes with 22 years of journalistic experience during which he has covered some of the biggest stories in India and the world. He has won numerous other awards for journalistic excellence, including the prestigious Padma Shri for journalism in 2008, the International Broadcasters Award for coverage of the 2002 Gujarat riots and the Ramnath Goenka Excellence in Journalism Award for 2007, the Asian Television Award for best talk show for the Big Fight on two occasions and his current flagship show, India at 9, has been awarded the best news show at the Asian awards for the last two years.

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*Officially, the 'x' in TED<sup>x</sup> stands for independently organized TED event – but it's more of a TED multiplied. It's been the force that has taken TED across the planet and seeded all of these communities.*

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## RAJU NARAYANA SWAMY



Presently the commissioner of civil supplies in Kerala, Mr. Swamy is himself a graduate in computer science from IIT Madras and first rank holder in GATE and IAS exams. He has earned many accords as he hit against the political-bureaucrat-media-corruption nexus in India. He gained vast popularity as he unearthed illegal land dealings involving the son and daughter of the then public works Minister T. U. Kuruvilla who had to resign over the issue.

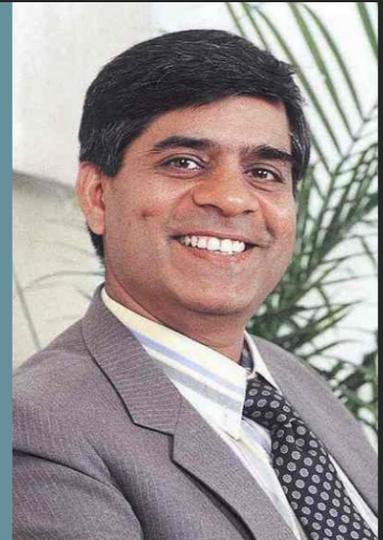
## DR. ANURUPA ROY

A doctor by profession and Researcher at IIM Calutta and University Of Amsterdam, Anurupa is the Founder, CEO of Meditour-India. She is one of the youngest Healthcare writer for international newspapers like The Telegraph from Netherlands and several Indian dailies including The Indian Express, Deccan Chonicle and Indian magazines from the India Today Group. Her startup meditour has partnered with corporate firms like Fortis, Narayan Hrudayalay. A prolific social worker in Netherlands and India Dr. Anurupa is author of various health education books for Government of India.



## PRADEEP GUPTA

Pradeep Gupta is the chairman and managing director of CyberMedia, India's leading specialty media house and a public company with an ICT focus. He is also an Angel investor and a mentor to a number of entrepreneurs. Gupta earned a Bachelor's in Technology from IIT Delhi and an MBA from IIM Calcutta. He received the Distinguished Alumni Award from IIT Delhi in 2000. He also received the Helen Keller Award from the National Centre for Promotion of Employment for Disabled People, the Award for Outstanding Contribution towards National Development from IIT Delhi Alumni Association.



## SUHAS GOPINATH



Mr. Suhas Gopinath, now aged 22, a resident of Bangalore and hails from a middle class family, where his father was a defense scientist. At the age of 14 he was recognized as the world's youngest certified Professional Web-developer through his project coolhindustan.com. At the age of 16, he was recognized as the world's youngest entrepreneur by CNBC and e-Business, Canada. With this at the age of 17 he was recognized as the World's Youngest CEO by leading Medias across the globe including BBC, Washington Times, The Age, etc., including Limca Book of Records.

## PEARL UPPAL



Pearl Uppal launched 5ideas.in, aimed at fueling the tech startup ecosystem in India. Pearl has been involved closely with shaping the Indian Internet industry and has been at the forefront of digital media and commerce evolution in India with experience at premier companies like Yahoo!, Rediff.com and Fashionandyou.com. At Yahoo! she played an instrumental role in charting Yahoo!'s leadership in display advertising in India. She has a Masters degree from IIT Delhi (MBA in technology management) & a BE from Delhi College of Engineering.

TED<sup>x</sup>IITDelhi