



PARUL GROUP OF INSTITUTES

Entrepreneurship Development Cell

A report on

StartUP Factory

"Nurturing the Next Generation of Entrepreneurs"

INSOMNIA

A NIGHT FOR YOUNG ENTREPRENEURS

26th October 2013, 10.30 pm to
27th October 2013, 4.30 am

Burning the Midnight Oil to Light the Future

Student Startup Support System Extension Centre



Gujarat Technological University

“Nurturing the Next Generation of Entrepreneurs”

26th October
2013
StartUP
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In the process of nurturing while sensitizing process of entrepreneurship development at Parul campus, **STARTUP FACTORY - INSOMNIA** : “A night with young Entrepreneurs” had been organized on October 26, 2013. Objective of keeping the event as whole night activity along with involvement was to test and develop a mental model for all in the process of their entrepreneurial journey. Event was a part of GTU's Student Startup Support System (S4) Extension Centre activity which has been initiated by Entrepreneurship Development Cell of Parul campus. Rationale of keeping it in a night mode was to examine & confirm their dedication, involvement towards entrepreneurial journey as well as listening & interacting with them in a peaceful environment.

The event began late night on 26th October 2013 and went on till 4.30 am of the morning of 27th October 2013. Event had the presence of Hon. Dr. Devanshu Patel (Managing Trustee, Parul Group of Institutes), Dr. Geetika Madan Patel (Managing Director & Trustee - Parul Sevashram Hospital), Entrepreneurship Development Cell Core Committee members Prof. Shantanu Chakravarty, Prof. Yash Chawla & Prof. Digvijay Barot, Entrepreneurship Development Centre - Institute Faculty Coordinators from all colleges of Parul Campus accompanying with parents of young entrepreneurs. Total twenty six belligerent teams were present to discuss their venture.

Prof. Yash Chawla gave introductory speech about “INSOMNIA-2013” continuing to which Dr. Devanshu Patel gave the Keynote Address. He appreciated innate creativity and the spirit of students who have chosen to walk on the path of their passion to become Entrepreneur. He gave assurance to give moral and monetary support whichever will be required to achieve their desired goals while be with their passion.

Dr. Devanshu Patel,
Managing Trustee, Parul Group of Institutes
Delivering the Key Note Address



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An evaluation scale was developed to measure enterprising attitude, scalability of the product/services, preparedness for startup and stage while newness had also been considered. At 10:45 pm the teams started their presentation following the common format which includes the points like product/service, target market, partners, market research results, SWOT & PEST analysis, investment plan, expansion of business & expectations from EDC committee & Management. Total twenty six teams were presented, evaluated and scrutinized. Dr. Devanshu Patel along with Dr. Geetika Madam as well as EDC committee members guided the start-ups and gave meaningful suggestions to improve upon each startups. Event continued till 4:15 am without any break. Involvement of each participant & mentor made environment very thoughtful & provoking in nature.



Students Presenting their ideas during the event. 26 ideas were presented non stop with a time of 10 mintues dedicated to each presentation. It was a breath taking experience for all .



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Trustees, Committee Members, Faculty Co-ordinators & Parents observing the Presentations

Students were quite delighted and motivated to find Dr. Devanshu Patel's involvement in their entrepreneurial journey. It was really great moment where Managing trustees, EDC committee members and parents spent hours together to experience the enterprising spirit of young entrepreneurs. At concluding session Prof. Yash Chawla thanked all the Jury, EDC members and parents. He also said that the core committee of EDC with the support and guidance of management will consistently serve to the needs of the student ventures.

The Students watch on the presentations at the seminar hall during the night and wait for their turn to present their idea



Dr. Devanshu Patel, concluded the event by appreciating the efforts of the students, support of the parents & the faculty co-ordinators and also elaborating the future plans of the Entrepreneurship Development cell.



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A Group Click..at 4.30 am
**Young Entrepreneurs..Parents..Faculty Co-ordinators... &
Managing Trustees...**



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