

Student Startup Support System (S4)

S4 hosts TLabs Mixer to connect students to seed funding agencies

14th June, 2013



On 14th June, 2013 S4 hosted TLabs mixer at its **Co-Creation Space** for the budding entrepreneurs community in GTU. TLabs is a Times Group company that runs an accelerator program at Noida. TLabs runs a batchwise mentor driven and seed fund supported accelerator program. In order to connect more and more entrepreneurs to its program, TLabs has held mixer events in various cities in India. With this event, Ahmedabad joined the list of such cities of India.

GTU's S4 aims at creating a large pipeline of entrepreneurial talent and groom its students for pursuing their own startups. S4 brought the TLabs team to its **Co-Creation Space** so that the S4 community may be able to access the entrepreneurial growth resources. The event saw a large number of applications and the response was very enthusiastic.

The one day event included one-to-one discussions between TLabs and the local entrepreneurs in the first half of the day. The second half of the day saw the TLabs team presenting a small introduction to the TLabs and its program. Abhimanyu who is with TLabs described how TLabs helps its startups by connecting them to Times group companies when synergies are present. He took the example of Data

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Weave a Tlabs incubate, which has now got its Series A funding of around 1 Crore. Such linkages are often one of the good value additions that incubators and accelerators are able to bring to startups.

The discussion also brought up the issues of what type of startups should go for seed funding and what types of startups should go for series A type of funding. TLabs advised the startups to also connect to the other ecosystems for their growth and bring more ideas into the ecosystem. Typically startups which already have good revenues ranging in lakhs of rupees should not be targeting seed funding. Instead their value additions from incubator and accelerator program could be to makem ore connections, access mentors and get more customers through such programs.

Some attendees discussed questions about how the program participants at Tlabs manage their marketing and product development time.

In a joint meeting of Hiranmay Mahanta, honorary director of GTU Innovation Council , Yash Saxena from S4 and Abhimanyu Godara from Tlabs the issues of improving the learning processes at S4 and for enhancing the value addition potential of the S4 program were discussed.

Hon'ble Dr. Akshai Aggrawal, the Vice Chancellor of GTU discussed the possibilities of collaborative efforts of TLabs with S4. He promised full support for such programs and engagements. He said that GTU intends to become a leading University in inculcating entrepreneurship in the University Ecosystems.