



PARUL GROUP OF INSTITUTES

Entrepreneurship Development Cell

A report on

StartUP Factory

15th October
2013

“Nurturing the Next Generation of Entrepreneurs”

DEMO DAY

Student Startup Support System Extension Centre



Gujarat Technological University

“Nurturing the Next Generation of Entrepreneurs”

15th October
2013
StartUP
DEMO DAY **Factory**

The activity of the **STARTUP FACTORY WEEKEND** created a buzz in the campus with the students having an alternate to opt for becoming self employed rather than look for employment.

For amplifying the motivational level of the students, on 15th October 2013, another unique activity; **STARTUP FACTORY DEMO DAY** was organized. Founders & Co-founders of six student startups showcased their journey to the students.

The following is the list of Startups that were showcased on the day:

- 1) **GTUPEDIA.COM** - Founder, Dhruv Saidava
- 2) **PANKH** - Co-Founder, Ms. Monica Soni
- 3) **PARK ON THE GO** - Co-Founders, Bhargav Mehta, Hardik, Juei
- 4) **PAVANS GROUP** - Founder, Mr. Naresh Chauhan
- 5) **MRUGA RETAIL** - Foudner, Mr. Semil Shah
- 6) Mr. Rahul Banker from GDG, Vadodara.

Any student startup journey is always a great inspirational story for the proceeders. All these founder & co-founder presented to the students their journey beginning with how they conceived the idea to how they actually took it up as a real market venture. It was noteworthy to see how these founders and co-founders were so open towards making all the gather students aware of the hurdles faced by them, the efforts put in by them to overcome these hurdles and even the specifics of the people / organizations that funded or helped them. The gathered students were also very attentive and there were open discussions regarding important aspects of business venture such as revenue generation model of the companies being showcased to business value proposition.

Such demonstrations & open discussions help the students in understanding the important aspects that they should keep in mind when they are on their entrepreneurial journey. Over 400 students gathered at the central auditorium at Parul Campus took back with them examples to follow for initiating a successful student startup.



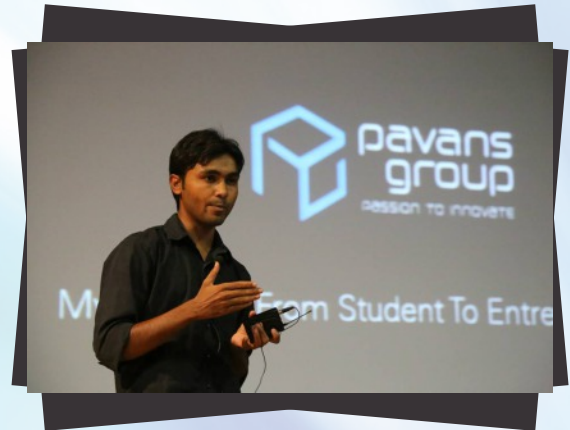
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Dhruv Saidava
Founder, GTUPEDIA.COM



Mr. Naresh Chauhan
Founder, PAVANS GROUP



Ms. Juei & Mr. Bhargav Mehta
Co-Founders - Park On the Go



Ms. Monica Soni
Co-founder, PANKH



Mr. Rahul Banker,
Google Developers Group Vadodara



Mr. Semil Shah
Founder, Mruga Retail



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The students interacted with the Young Entrepreneurs by asking any question / doubts they had, the young founders / co-founders also responded well by giving quality answers based on their experiences. It certainly did illustrate that be it any field, experience is the best teacher.



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The Faculty Co-odrindators & Students gathered at the central auditorium, Parul Campus



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Prof. Zubin Bhaidas, Felicitating Ms. Monica Soni,
Co-Founder, PANKH



Prof. Unnati Shah, Felicitating
The Founders of Pavans Group



Prof. Krutika Prjapati, Felicitating Mr. Hardik,
Co-Founder, Park On the Go



Prof. Krutika Prjapati, Felicitating Ms. Juei,
Co-Founder, Park On the Go



Prof. Krutika Prjapati, Felicitating
Mr. Bhargav Mehta, Co-Founder, Park On the Go



Prof. Digvijay Barot, Felicitating Mr. Rahul Banker,
Google Developers Group, Vadodara.



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**Prof. Ila Parmar Felicitating Dhruv Saidava,
Founder of GTUPEDIA.COM**



**Prof. Priyank Dave Felicitating Mr. Semil Shah,
Founder, Mruga Retail**



**Prof. Shantanu Chakravarty , Co-ordinator, EDC,
Felicitating Mr. Yash Saxena, CEO - Open Fuel**



**Prof. Digvijay Barot, Co-ordinator, EDC,
Addressing the students**



**Prof. Yash Chawla, Co-coordinator, EDC,
Addressing the studnets**



**Prof. Shantanu Chakravarty, Co-ordinator, EDC,
Addressing the students**



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Mr. Yash Saxena, CEO, Open Fuel, addressed the students at the end of the demo day and when asked for a MANTRA of success in students startups, he said.

*“Entrepreneurial Journey Requires
PASSION”*



The Faculty & Student Co-ordinators with the Young Entrepreneurs at the central auditorium



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