

Student Startup Support System (S4)

REPORT of the 13th to 15th 2013 Entre Weekend:

The First S4 Entre Weekend

During an intensive exercise of 54 hours at GTU's "Entre Weekend", 17 teams of more than 75 students worked on the innovative business models. In a stipulated time, the young minds were stimulated for creating a venture. They had the advantage of guidance of mentors, pooled together from many cities across Gujarat by Mr. Kunal Udani and Mr. Jainik Shah, two student entrepreneur of GTU, who had initiated a movement called Startup University and Mr. Jatin Chaudhary, a grassroots entrepreneurial ecosystem builder of E-Chai community.

BACKGROUND: GTU Innovation Council (GIC) pioneered, **both by policy interventions and grassroots level efforts**, the creation of a distributed university based innovation system during the past 3 years. This system has achieved visible and measurable successes in some areas and has now taken the center stage in the country. The system is being implemented for the first time in India and it is a work-in-progress. Meanwhile Gujarat Technological University (GTU) is working hard to ensure that an increasingly larger component of the GTU community and the other stake-holders start taking ownership of these efforts.

As a result of the work at GTU, a large number of students have started developing ventures out of their final year or hobby projects. Hon'ble VC, GTU, Prof Akshai Aggarwal decided to develop the need-based support-system by creating innovative systems and frameworks in place for addressing various needs and creating support system for young innovators. Hundreds of young students are aspiring to convert their prototype level innovation either in product or process format to a start-up level and GTU must provide them the necessary support. **Mr. Hiranmay Mahanta**, MD Techpedia.in and **Mr. Yash Saxena**, Ambassador India at Board Of Innovation have worked to develop, at GTU, S4 and the S4 Co-Creation Center (S4-C3).

Yash Saxena did a framework testing of various formats of activities involving students from various sectors and spaces. A few formats of week-end activities to stimulate young minds to create a start up prototype were simulated and a detailed process to execute was developed at S4-C3. Kunal and Jainik gave the entire planning a localized format and drew the action plan for the first Entre Week-end of 13th-15th September 2013.

Detailed REPORT: The Entre Weekend was kicked off on Friday evening, with a brief introduction by Kunal Udani, Co-Founder, Startup University. An ideation session was conducted by Mr. Thyagrajan, founding team member iCREATE. Idea pitching session, of one minute each, started soon after the

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interaction and saw 47 idea pitches from participants. After the pitching session, participants interacted with other participants to know their skill set and to form teams for executing the ideas. 17 teams were formed for projects in tech-products, e-commerce, social entrepreneurship and product innovation.

On 14th September, teams arrived early in the morning and brainstormed the idea to define the product specifications. Each team consisted of student developers who developed web apps/ mobile apps whereas MBA students were involved in market surveys, constructing B-Plans and plotting the Business Model Canvas. Mentors- Mr. Jaydip Parikh (Tej SolPro) , Mr. Mitul Dadhania (Web Chanakya), Mrs. Khushboo Sharma (Big Bang Elements), Mr. Sharad Parekh (Straut), Mr. Rutvik Dave (Centramation), Mr. Kunal Udani and Mr. Jainik Shah (Startup University), Mr. Jatin Chaudhary (Point 10), Mr. Amit Panchal (Amitech), Mr. Ruchit Patel(Amitech), Mr. Jwalant Patel and Mr. Chintan Trivedi (Nations Root), Mr. Yash Saxena (Open Fuel), Mr. Ateet Bajaj (Start 51), Mr. Divesh Aswani (Youth Connect), Mr. Ankit Machchar and Dr. Tyagarajan from iCreate, Dr. Ade Mabogunje and Mr. Neeraj Sonalkar, Stanford University Professors at Center of Design Research(CDR)- offered them valuable advice on their product, B-Plan, B-Model, Strategies, etc. Participants conducted customer validation through market surveys and interacting with potential target segment. Creative business ideas like centralized blood bank core system, portal for medical help, Centralized education management systems were proposed by the students.

An informal team pitching session was conducted in the evening of Saturday and a question and answer session was conducted between other participants and the team pitching their startup. This helped them to work in detail on their startup and also pointed out the flaws of the startup. Teams worked on the flaws and rectified them after the pitching session. The teams again arrived early on Sunday morning and started working on their prototype and on preparing their presentations. The final pitches began on Sunday evening with 16 startup teams pitching their startup to the jury of Shri Shailesh Patwari, President, GIDC- Naroda, Mr. Sameer Sanghavi, Founder CEO, CyberSurf India and Prof. U.T Rao, Head, MICA Concubator.

17 teams had been selected out of 200 applicants from all over the state. Looking to the huge impact and demand by participating students, faculty members, trustees and mentors, it was decided to replicate the Entre Weekend from 4th-6th October 2013 at the same venue. The second Entre Week-end will have a critical focus of nurturing student start ups in sectors like ICT/IT/CS/Mobile and allied digital technologies.

Mr. Yash Saxena, Mr. Kunal Udani and Mr. Jainik Shah coordinated the first Week-end, with the help of Mr. Hiranmay Mahanta, team GIC and S4.

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Registrations process on Friday afternoon, 13th Sept 2013 at S4 Co-Creation Center and ideation session by Mr. Yash Saxena and Prof K.Thyagrajan .



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Pitching on different ideas by different teams started soon after ideation session

Based on selection of good ideas, students formulated teams. On the next day, they started with their business model and strategy planning. Mentors were invited to guide these teams in their ideas.



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Huge co-creation and expert mentoring

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Final hour pitching in front of jury/investors/participants/industry experts

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Hon'ble VC, GTU Prof Akshai Aggarwal interacting with each participating team and appreciating the winners, during the late hours of the marathon event on Sunday, 15th September. Mrs. Aggarwal also lauded and encouraged the young participants during the occasion.

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Awards, celebrations and excitements of making impact

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Mr Sameer Sanghvi and Shree Shailesh B. Patwari giving after pitch comments to all participants.

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Mr. Hiranmay Mahanta , MD Techpedia hosted the award function and thanked all mentors,jury , participants and the young team of volunteers and team GIC including Purva Ojha, Harshad Patel, Jigar Patel in the presence of Hon'ble VC, GTU, Prof Akshai Aggarwal and Mrs. Aggarwal on 15h Sept evening.