

Student Startup Support System (S4)

REPORT:

After Hours Interaction between

Student Startup and Entrepreneurial Mentors

Venue: S4 Conference room, GTU Ahmedabad Campus, 2nd floor, ACPC building, LDCE Complex

During a recent survey GTU Innovation council found that at the very early stage of student start-ups neither the physical resources nor the financial support play a crucial role. At this early stage, the most important input can be **the handholding support**. On 21st September, we invited a few young entrepreneurs expert mentors to have an afterhours inter-action at GTU's Ahmedabad office. Mr. Hiranmay Mahanta welcomed the young and budding entrepreneurs from all over Gujarat. A startup community lead Mr. Jatin Chaudhary, a leader of the startup community of Ahmedabad introduced the invited established entrepreneurs, who had promised handholding support to promising startups. During an earlier similar meeting, some existing entrepreneurs had promised a support worth US\$ 5000, based on merit. Mr. Chaudhary introduced such mentors-cum-support guides to the afterhours participants.

Such intense inter-actions are necessary for every student venture as they get exposed to any initial immaturity through periodic meeting with peers, co-founders, new startups, investors and existing entrepreneurs. Some participating student ventures shared that they found that they had missed using a professional approach to hone the best possible outcome of their young start-ups and the inter-action had helped them to visualize their project and their policies more clearly. The inter-action was found to be so useful that those present asked GIC to host such sessions as a part of its continuous main stream activities and not as an occasional event. S4 has taken a note of all these inputs. It is very important that the established entrepreneurs, who are invited by S4 to such meetings are persons who can communicate their ideas clearly and who can look at the issues of every start-up from the perspective of the young student before offering their advice.

The following student startups went through rigorous pitching and co-learning process during the activity from 4.00 p.m to 8.00 p.m:

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Transpose-india (<http://transposeindia.com/>) deals with real-time qualitative data acquisition regarding human movement and patterns. The data is converted into usable and sensible data spanning over a continuous timeline. These data packets can be used to optimize infrastructure development like roads, parking-lots, retail shops and public spaces.

DoDataDo (<http://dodatado.com/>)- Actionable micro-insights to improve conversions. Also focuses on web analytics.

Compare The Bazaar (<http://www.comparethebazaar.com/>) - is the price comparison website in India allowing users to search, compare and buy products sitting at their home/office. Just one mouse click and one will get all products relevant to his/her search request listed along with the traits and price and the seller information.

Likenone (<http://www.likenone.com/>) - is a creative agency powered by crowd sourcing. They do brand identity design, brand communication, product & packaging design, interactive design and branded spaces design.

Refillwala.com (<http://www.refillwala.com/>) is one of India's new start-ups in the Managed Print Services (or Pay Per Print) industry. Refillwala is exclusive online store of company branded cartridges. It also offers printers and copiers, cartridge refilling services, repairs and maintenance.

It was decided to inter-act with other young start-ups at another meeting of S4.



Gujarat Technological University

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