

## Student Startup Support System (S4)

### **Student Startup Boot-Camp for supporting Young Entrepreneurs**

**4<sup>th</sup> -5<sup>th</sup> -6<sup>th</sup> October 2013**

**Venue:** S4 Co-Creation Centre, ACPC Building , LD College, Ahmedabad

In a natural progression, after hosting S4-S4 and Entre week-end, GTU organized the Boot-Camp for mentoring and nurturing the young startups of our students and alumni. At this early stage, it was required to give them a professional mentoring so that the young entrepreneurs could understand various processes required to scale up their ventures after initial take off.

The Boot camp was a 2 and a half day business model development activity for those student entrepreneurs, who already had start-ups. Every student start-up was given the business model canvas and they were required to fill it. The Business Model Canvas (BMC) is being used by every start-up because of its clear representation of key points of a start-up. This program was aimed at detailing the business model and business plan of student-run start-ups.

#### **Day 1: Evening of 4th October, 2013(Friday)**

Teams and students introduced themselves and a formal ideation and networking session was conducted. Hon. VC Dr. Akshai Aggarwal gave the keynote speech. He said that S4 and all its associated activities were designed to nurture the innate creativity and spirit of innovation. He said that institutions of Higher Learning and the industries, based essentially on an imported technology, which were doing no innovation and were engaged in repeated import/ purchase of technology were jointly destroying the creative spirit of the young. GTU, he said, was determined to become a University with a difference. He stressed that a formal mentoring process in place can help students design better business plans. During the evening event Mr. Haren Shah, CEO, Peach Computers had one-to-one interaction with all the start-ups and mentored them. Mr. Jatin Chaudhary, Founder, Point 10, Mr. Yash Saxena, founder, OpenFuel, Mr. Sawan Ruparel , GTU IT Advisor sat with each team to help them understand about entrepreneurship value chain. Mr. Hiranmay Mahanta, MD Techpedia.in shared the way ahead at S4 and the high level of commitment the university is having has to push forward student start ups. Mr. Nitin Taylor, founder Serve Happiness took a session on BMC. The community of local entrepreneurs joined the students in the evening and interacted to understand their exact needs. Some industry mentors gave some initial offer of help to some young startups.

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Day 2: 5th October, 2013(Saturday)

Students started working on their business model canvas and plotted their plans and activities on it. They were continuously monitored by mentors. Mentors guided the start-ups and rectified their errors. Mentors for the event were: Mr. Amit Panchal, Co-founder, Amitech, Mr. Ruchit Patel, Co-founder, Amitech, Mr. Sharad Parekh, Founder, Straut, Mr. Kunal Udani, Co-founder, Startup University, Mr. Jainik Shah, Co-founder, Startup University, Mr. Yash Saxena, Founder, Open Fuel, Mr. Nitin Tailor, Founder CEO, Serve Happiness, Mr. Sawan Ruparel, Founder, ThirdEye Inc, Mr. Rajesh Thakkar from InfoStretch. After the mentoring Session, an informal pitching and interaction session was conducted this included question and answers between students.



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### Day 3: 6th October, 2013(Sunday)

Students started working on their presentation and gave final touches to their Business Model Canvas. A mock pitching session was conducted so that their presentation could be evaluated.

Then the students presented their start-up, products & services, and business model canvas to the judges.

4 student start-up were appreciated for their efforts and progress by Jury in the presence of Hon'ble VC GTU, Prof Akshai Aggarwal: they were: **Mobi Heal, Greyline Infotech, My Class Book and AK Fresh Mart**. The student startups who participated during the boot camp were : . We Bhavnagar, Be My Search, My Class Book, Techno Brain, Greyline Infotech, Jayso Labs, Crack GTU, GTU Pedia, Snapsoft Solution, Diamond Traders, Diet Food, A-Z Solution, Visual Learning, Study Foyer, A.K. Fresh, Relacio Group, Mobi Heal, Bravura Electronics and Youth Connect . All these start ups are either by GTU alumnus of past 2 years or by the existing students.

Hon'ble VC GTU gave away the awards and appreciated each of the presentations. Students were very grateful to see the VC himself taking deep interest into their work. Students requested S4 central team to host such events more often, so that the spinoffs from Entre Weekend, S4-S4 and other processes can get exposure to intensive mentoring through industry experts. Prof Akshai Aggarwal assured that such initiatives will be replicated across the 25 GTU Innovation Sankuls and across the S4 Extension Centers after building the capacities at each place.

It was an outstanding experiment where CEOs, CTOs and experienced industry persons spent hours with each team of student startup and mentored them. Mr. Hiranmay Mahanta thanked all the jury, mentors, S4 and GIC Coordinators and said that S4 will continuously cater to the needs of the student startups.

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