

GTU INNOVATION COUNCIL

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S4 (Student Start up Support System) Boot Camp on Crowd-Funding for Student Start-ups

Date-5th-6th April 2014

Time- 9.30 a.m to 5.30 P.M

Venue- S4 Co-Creation Center (S4-C3), ACPC Building, GTU Ahmedabad Campus

INVITATION: to all the student start-ups from
social and economical enterprise domains

GTU Innovation Council is inviting the student start-ups from social and economical enterprise domains for Crowd-Funding Boot-Camp. This boot camp is one of its kind attempts at S4 by bringing in the best faculty members from academia and people in practice. During the 1st day S4 will invite selected participants where they will be trained on details of process for going for crowd funding. On 6th April 2014 faculty members of NID and others will help doing hands on workshop on crowd funding tool kit development like pitch video and others. Those teams who are ready to accept fund via crowd funding they may apply at:

<https://docs.google.com/forms/d/1UUDtcKZTHmsz9k54pIPuFSY2Q9Zp-6qFMjsKF6cIpI/viewform>

For any query kindly contact: gic_admin@gtu.edu.in

For any clarification:

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TENTATIVE SCHEDULE

05.04.2014, Saturday

Session 1: What is Crowd funding and how co-creation is a must to move forward

By: Mr. Hirnamay Mahanta

- Relevance of crowd funding in Indian context
- Four P's

Session 2: Crowd funding Where to begin

By: Mr. Ateet Bajaj

Session 3: Vision of Product: Idea pitching and SWOT analysis

By: Mr. Ateet Bajaj

- Focused discussion on each project
- Identify how and why people need your product
- Scalability of Idea
- Necessary resources

Session 4: Rewards (Give back to society)

By: Mr. Ateet Bajaj

- Examples of international success stories
- Price bands for India
- Make your own rewards

Session 5: Pitch - Background, Mission, Title

By: Mr. Jatin Chaudhary

- What to tell in your story
- How to tell your story

06.04.2014, Sunday

Session 6: Video on crowd funding

By: (Advertising , pitch video making by NID expert)

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- How to make a video
- Important things to be shown in video, Background, mission, why u can do it.
- # make video or make video story board.

Session 7: Social media: telling the world

By: Aditi Gupta and Kishan/sohil (printajoy)

- How to use facebook/twitter/linkedin / g+
- How they did it
- Graphics and information sharing

Session 8: Presentations

By all teams

Note: Information about GTU's highly successful workshop on Crowd Funding, organized on 30th January, 2014 is available at http://www.gtu.ac.in/circulars/14Jan/S4_24012014.pdf (invitation) and at <http://www.gtu.ac.in/circulars/14March/12032014.pdf> (Report).