CROWDFUNDING INITIATOR

INDIA'S FIRST RESIDENTIAL BOOT CAMP

Final day at Summer Boot camp for crowd funding students innovation

"If such ambiance could be provided in every Engineering campus we could become 200% better engineers after 4 year of Degree engineering education."-

participants during month long CFI camp

Crowd funding Initiator (CFI)

organized by
Student Start-up Support System (S4) jointly with Start 51
GTU Innovation Council
Gujarat Technological University (GTU), Ahmedabad

Lead By

GUJARAT TECHNOLOGICAL UNIVERSITY

Initiated By

Start51

CROWDFUNDING Initiator

INDIA'S FIRST RESIDENTIAL BOOTCAMP
16th June - 11th July

Week 1 — IDEATION

1. Panel Discussion + Introduction to projects and building crowd-funding vision for them.
2. Identify Stakeholder, what stakeholder want and how to achieve
3. Build Empathy Map, Journey Map, Mind Map and other design strategy
4. Build Workflow Model and Future Team Building after fixing early plans
5. Current available solutions (comparison of your product with it and benchmarking).
6-7. PPT. Industry Mentor and stakeholder validation, Prototype finalization

Week 2 — INCENTIVE MODEL

1. PPT presentation. User experience to types of users and introduction to incentive frame work.
2. Strategic sourcing\manufacturing strategy
3. Costing and Legal aspects and ways to build it better
4. Design Prototype of Rewards making strategy (on paper).
5. Real world development of incentives (prototype – physical + graphic model).
6-7. Prototype\Incentive validation online without price.

Week 3 — PITCH PRESENTATION

1. Logo and branding (what does your logo signify)
2. Story telling and Graphic representation of story.
3. Description write-up and Scripting.
4. Video Making and Editing and Video Presentation
5. Revision of Video.
6-7. Show pitch video to 20 people and mentors, 15+ Positive Feedback and key insights from it, note all user feedback and analysis of the process to better build the value proposition.

Week 4 — FUNDING

1. Project live and Social Media Marketing strategy inculcation
2. Offline marketing and fund drop box at GTU & college presentation.
3. PR and Media (theoretical and practical aspects)
4. 10 personal meeting with industry relevant persons for feedback and final touch
5. Selection of Winner (on basis of Number of supporters of idea , Number of Visitors, Total Amount and Target achieved (percentage of goal targeted) before 12pm In mock try) Closing ceremony with live media, prize distribution by VC, GTU and other experts including investors, mentors etc.

For more info, visit www.crowdfundinginitiator.com

info@crowdfundinginitiator.com • CrowdfundingInitiator • CFinitiator

WEEK 4

Day 26

The final day arrived for Crowd Funding Initiator program at GTU Innovation Council. It was the media day, as the press and media arrived for interviewing each team. All the teams were much excited. The teams gave interviews about their project and explained it thoroughly to the media. This was like their day of dreams!

Finally, it was time for ending the event, from where the real efforts began. Everyone gathered in the conference hall and the Dr Akshai Aggarwal, Hon'ble VC – GTU, was himself present and inter-acted with each team. Each team members received a certificate of participation from the hands of Dr Akshai Aggarwal. These were memorable moments for each member.

Mr. Hiranmay Mahanta, Honorary Director, GTU Innovation Council shared the roadmap ahead and wished that around few hundred students should take benefit of the CFI like efforts by GTU Innovation Council. He wished that such pedagogies can be attempted as a part of academic process so that every innovative student team attempt to get funded once they finish and submit their final year project. He also shared that these initiatives can really help students to get market feedback easily about their innovations. He announced that such unique pedagogies will be historic step in innovation value chain in days to come.

Dr Akshai Aggarwal wished good luck to each team to achieve their target of crowd funding and bid farewell to all participants who worked day and night during this month. He said that though the primary intention of this month long program was to help students learn about market survey and other similar tools about their innovations, if students get funded, it would be a great achievement. He shared that we shall all learn from this initiative and take insights from it.

Finally, everyone had memorable pictures with Dr Aggarwal and with the mentors. They wished luck to each other to achieve their target and bed farewell to everyone.

Participating students shared that they had learnt so much during this one month that they felt as if they had revisited their engineering again after their final year. Most of the participants shared that if they could have such learning environment during their 4 year of engineering they could have even done better. A few of them appealed to the VC to take such efforts to remote places to so that students can take benefit out of such nice handholding programs. Mr. Kumar Manish, Mentor, CFI, Mr. Ateet Bajaj, Chief Mentor, CFI appreciated each team and shared their feedback with each tem based on their personal observations. Everyone departed at the end and took with them the memories and experiences they earned during these four weeks.

Prof. Akshai Aggarwal, VC, GTU interacting with participants during final day of the month long CFI (Crowd funding Initiator) Program at S4 by GTU Innovation Council

Mr. Hiranmay Mahanta, Honorary Director, GTU Innovation Council and Mr. Ateet Bajaj, Chief Mentor CFI (Crowd funding Initiator) program 2014 sharing the roadmap ahead for taking CFI ahead to support more and more young innovators via crowd funding.

Honorable VC, GTU, Prof Akshai Aggarwal giving certificates to all teams who went through the month long summer boot camp on crowd funding: "crowd funding Initiator "-CFI

"If such ambience could be provided in every Engineering campus we could become 200% better engineer after 4 year of Degree engineering education."-participants during month long CFI camp to support young innovators from various colleges of GTU who wish to take their innovations to market.

VC Sir appreciated the efforts of student volunteers who helped in making CFI and made it grand success

Brief about the eight teams who participated during CFI

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Project 1 – **Sign Speaks** -Mobile App helpful to understand sign language

An interpreting app between verbal and Indian sign languages that helps communicating among people with and without knowledge of signs.
Project link: http://www.start51.com/project/technology/sign-speaks

Video link: http://www.youtube.com/watch?v=SnWqX-8Vpmw

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Project 2 – **Maker Driod** - 3D Printer

A homemade pocket friendly 3D printer for making your creative ideas a reality. JAAV 1: A low cost 3D Printer Specially Designed for Indian Masses.This is our alpha prototype of what we have researched out of an open sourced project. It is a handmade 3D printer crafted for low price and sturdiness and better usability by all those students and institutions which are in a design field where they find prototyping extremely difficult and costly where as well as for those people who want to buy it for making the original thing out of a digital three dimensional image.
Project link: http://www.start51.com/project/technology/makerdriod

Video link: http://www.youtube.com/watch?v=MqxuaCS9K4A

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Project 3 – **Because I Make a Difference** - Helping the Underprivileged Children

Initiative for educating street children and also providing them necessary things like cloths, food, etc.
Project link: http://www.start51.com/project/events/bimad----------because-i-make-a-difference

Video link: http://www.youtube.com/watch?v=EWorFfxujX4

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Project 4 – **Student Desk** - Used Book Exchange Portal

Online Platform where readers can buy, sell, exchange, rent or donate books.

Project link: http://www.start51.com/project/technology/studentdesk-book-exchange-portal

Video link: http://www.youtube.com/watch?v=UYY-OVM0EHY

Project 5 –Self Supporting Stick - New Design of Stick for the patients with Knee Problem

Self-supporting stick is a stick made to reduce the complications in upraising stairs. Being light in weight, portable and easy to carry it is useful to elderly people, knee patients and disabled one.
Project link: http://www.start51.com/project/design/self-supporting-stick

Video link: http://www.youtube.com/watch?v=NubtWmT_rM4

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Project 6 – e-Swasthya – Home deliveries of Medicines

Virtual medical store at your doorstep. This is the medical oriented project which will provide medicine delivery service at home to end user. Just click a picture of your doctor's prescription and they'll send the medicine home.
Project link: http://www.start51.com/project/technology/eswasthya

Video link: http://www.youtube.com/watch?v=SBp_em9eiOY

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Project 7 – Make India – Education with Difference

An initiative which wants to define the basic educational questions asked by students at young age for which the teachers don't have an answer. For eg. what is logical difference between the + and x sign when they're learning maths.
Project link: http://www.start51.com/Project/technology/make-india

Video link: http://www.youtube.com/watch?v=4V7Z61GbBlo

Project 8 – The Connoisseur's Journal – Documentary File on Music

Documentary Film on Music scene of Ahmedabad and around. The 60-minute Film will feature journey of various bands from different genres (rock, metal, pop, etc).
Project link: http://www.start51.com/project/film-and-video/the-connoisseurs-journal

Video link: http://www.youtube.com/watch?v=cvYB3Jj0WKA

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For more detail about CFI kindly refer:

http://www.gtu.ac.in/circulars/14Jun/03062014_02.pdf
http://www.gtu.ac.in/circulars/14Jun/20062014_03.pdf