



# CROWDFUNDING INITIATOR

INDIA'S FIRST RESIDENTIAL BOOT CAMP

16TH JUNE- 11TH JULY  
(PROGRESS REPORT OF 1st WEEK)

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



Lead By



Initiated By



INDIA'S FIRST RESIDENTIAL BOOTCAMP

16<sup>th</sup> June - 11<sup>th</sup> July

**Week 1**

- 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 PPT, Industry Mentor and stakeholder validation, Prototype finalization

**IDEATION**

**Week 2**

- 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 Prototyping/incentive validation online without price

**INCENTIVE MODEL**

**Week 3**

- 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 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.

**PITCH PRESENTATION**

**Week 4**

- 1 Project live and Social Media Marketing strategy incubation
- 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.

**FUNDING**

For more info, visit [www.crowdfundinginitiator.com](http://www.crowdfundinginitiator.com)

[info@crowdfundinginitiator.com](mailto:info@crowdfundinginitiator.com)

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# DAY 1

**Morning session :** Introduction to crowd funding by Mr. Sohil Patel (co-founder Pritajoy)

Day one of crowd funding kicked off with Mr.Sohil, sharing his experience of crowd funding. Mr.Sohil along with his team member Mr.Jainam shared their experience about their journey to Google Office and their interactions with the international experts in various fields in the United States, and how they got support not just to build Printajoy as a unique portal but also a brand.

Ms. Niyati Rana spent time with the participants and interacted with them.

The 4 week module of CROWDFUNDING was explained to the participants.



Introduction to crowd funding by Mr.Patel

**Afternoon session :** 5WH Model headed by Mr. Kumar Manish (co-founder centre for green mobility)

The participants were briefed with the 5WH MODEL

1. WHY
  2. WHAT
  3. WHEN
  4. WHERE
  5. WHO
- &  
HOW

As a team building exercise every team was introduced with KICKSTARTER. Each team will be documenting about the Most funded, best video, best reward, media used, maximum percentage of funding received on KICKSTARTER, this would help the teams understand the international expectation and also give them idea about crowd funding at international level.



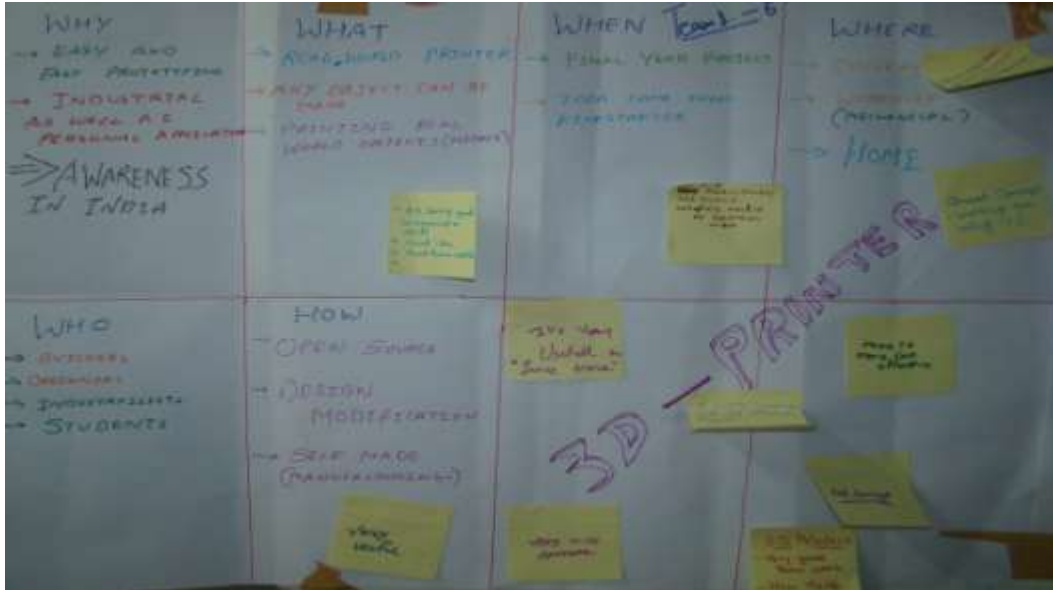
## DAY 1



## Day 2

**Morning Session:** 5WH Model headed by Mr. Kumar Manish (co-founder centre for green mobility)

All participating teams were given detail knowledge of the 5WH model by Mr. Kumar Manish. Each team was given an exercise to figure out how their projects/ideas fitted the 5WH Model. The participants spent the session working on the 5WH model and presented it to the group for feedback.



The 5WH model

**Afternoon session:** Consumer Radar headed by Mr. Yash Saxena (Founder Open fuel)

Mr. Yash Saxena did a "Consumer Radar" model canvas to make the teams work on their positioning and targeting. The session focused on what age group of consumers the participants should target and what category of people would be interested in their products. The session lead to a deeper understanding of the product requirement and financial constraints of the customers.

	Customer Radar			Crowd Funding Initiator	
Age	Below 12	12-20	20-30	30-50	50+
Income	Poor	Lower Middle	Middle	Upper Middle	Rich
Attributes					Examples
Digital Skill	Digital illiterate	Casual user	Social media	Digital Savvy	

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## DAY 2



## DAY 3

**Morning Session:** headed by Mr. Ritesh Ambastha (Dizlabz IT service Pvt. Ltd.)

The session focused on

- Importance of social media in crowd funding
- How to use social media to find customers
- How to find people of social networking sites with specific interests
- Ways to use social media as an advertising tool
- Which social networking site should be preferred for crowd funding and how

**Afternoon Session:** headed by Mr. Henry (MIT, currently working with fablabs@concept)

Mr. Henry focused on teams working and on individual passions and how each member contributes to the team. The biggest question for the participants was "WHAT EXCITES YOU THE MOST". The ways of questioning the students was unique and ended the day on a high note.



Participants interacting with Mr. Henry

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**DAY 3**





## DAY 4

**MORNING SESSION:** Headed by Mr. Adhish Patel (innovation evangelist) and Mr. Kaushik Akiwatkar (startup evangelist).

Mr. Adhish Patel explained the participants the importance of basic communication strategy and helped the team come up with slogans for their products/ideas.

Pre lunch session was headed by Mr. Kaushik who explained a 5 year forecast cum planning model.

The post lunch session was spent by the teams on the new forecast cum planning model and the in deciding the new slogans.

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
# of customers					
# of employees					
Sales					
Expense					
Profit					

**AFTERNOON SESSION :** CRITIAL ANALYSIS headed by Mr. Mainak Bhattacharya and Mr.Vipu Patel I(CIIE)

The mentors did a 1 min introduction session for each team, helping them focus on required information they can give in 1 minute. Helping them prioritize and identify the benefits of their ideas/products for better presentation purpose.

Constructive one on one criticism was give to each team helping each team see their own value as per what has been done in India itself, also the session introduced the teams with the working plans on how venture capitalists look at businesses.



## DAY 4



## Day 5

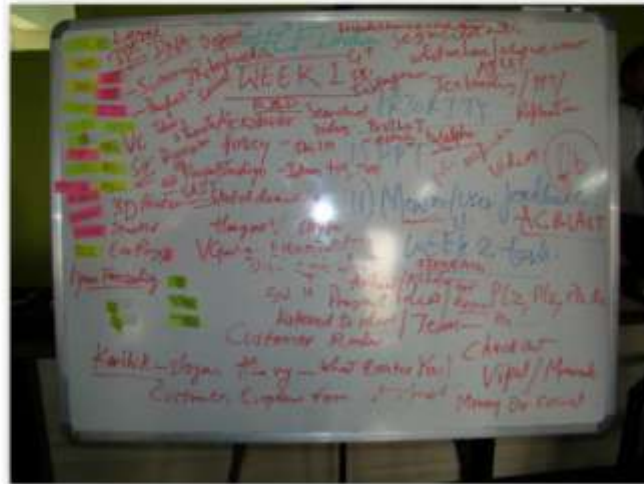
**Morning Session** : 5 year forecast cum planning model

The morning session was utilized by the participants in forming a 5 year forecast cum planning model. The teams were supposed to fill up a 5 year forecast cum planning model keeping in mind expectation requirement and demands of the consumers and also the manufacturing and production of their own team.

The later part of the session was headed by Mr. Adish Patel who helped the teams finalize their slogans and also gave them an idea on to proceed with their ideas in the upcoming weeks. Mr. Patel also had an interactive session with students summing up what the students had learnt thought out then week.

**Afternoon Session** : SKIT, headed by Mr. Kumar Manish (co-founder centre for green mobility)

The final session of the week was the most innovative and creative session of the week. Mr. Manish Kumar involved the participants in a creative skit performing task. Each team was supposed to perform a skit showing what is the need of the product they are crating, how their product is going to be more useful for the consumer than other similar products. And how their product is going to help the user.



## DAY 5



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### Acknowledgements

Drafted and edited by : Saurabh Mohan

Thapar University, Patiala.

Graphic editor : Pruthv Sodha

### For suggestion

Contact :

Mr.Ateet Bajaj: [ateetpatel@gmail.com](mailto:ateetpatel@gmail.com)

Mr.Hiranmay Mahanta : [hiranmay@techpedia.in](mailto:hiranmay@techpedia.in)

For any query mail at: [s4@gtu.edu.in](mailto:s4@gtu.edu.in)

: [info@crowdfundinginitiator.com](mailto:info@crowdfundinginitiator.com)

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