CROWDFUNDING INITIATOR

INDIA'S FIRST RESIDENTIAL BOOT CAMP

16TH JUNE- 11TH JULY
Progress report of 3rd Week

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

CROWDFUNDING **initiator**

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16th June - 11th July

Initiated By

Start51

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

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WEEK 3

(PITCH PRESENTATION)

DAY 15

Morning Session   :

On the first day, the importance of videos was explained. Everyone was taught what points to be included in the video and how they affect the crowd funding. This was the beginning of the video week and everyone was really excited. Many were really making the videos for the first time. It was their time for new exciting experience.

Afternoon Session : How to prepare your video mentored by Rocky Mulchandani

In the afternoon session, all the teams were made to prepare a script for their videos. They actually had to write a script containing the sequences to be shot in the videos. The teams did a lot of brainstorming and thought on many creative and affective ideas to show in the video. It took a lot of work and finally all the teams came up with splendid scripts.

This was the first step towards video making and an important step in crowdfunding.

DAY 16

Morning Sessions:

The day finally came when the video making began. All the teams were ready with their scripts. They searched for the perfect locations for shooting their videos. Everyone was ready with their cameras and camcorders. The video shooting began at different places and all the teams worked really hard and shot some videos for their projects.

Afternoon Sessions:

The video shooting continued and it was much fun to shoot the videos and retaking the shots if small mistakes took place. The teams enjoyed a lot and shot the videos.

DAY 17

Morning Sessions:

The remaining shooting was completed in the morning sessions. all the teams completed their shooting by afternoon.

Afternoon Sessions:

The video shooting was completed and video making began. Every team had their video clippings. With proper mentorship, each team began assembling their clips and arranging them in order. The raw video was created.

It was very enjoying day and everyone enjoyed by each other's mistakes.

The raw videos were created for editing.

DAY 18

Morning Sessions:

The raw videos were ready for editing. The special effects and VFXs to be added were explained. All the teams had to edit their videos themselves. So, they learnt everything about editing eagerly and with attention. The mentors taught them every aspects of editing. Till afternoon, they were briefed with editing.

Afternoon Sessions:

In this session, the teams began editing their video. The mentors were present all the time if the teams needed help. The teams added suitable animations and video effects for making their video more affective. They learnt a lot about editing.

This day was much important as the video shooting was edited and by the team members themselves only! It was some new experience towards the professional life.

DAY 19

Morning Sessions:

The video editing by the teams was completed by this time. The teams showed their edited videos to the mentors. The mentors suggested some changes in the video editing. All the teams started on the job of implementing the suggested changes.

Afternoon Sessions:

All the teams completed their final touch ups to the videos. They got the approvals of the video from the mentors. Finally it was a big relief for all the teams from their hard works. Their videos were really amazing. The interesting thing was that the videos were created and edited by the teams themselves!

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