GTU INNOVATION COUNCIL

1st Report:

Student Start-up Support System (S4) at GTU Innovation Council launched its Month- long Boot-camp on crowdfunding to support best IDP/UDP, student start-ups

India's 1st residential boot camp on crowdfunding by Student Start-up Support System (S4) and start 51 team.

Best mentors from start-up ecosystems from across the nation camping at S4 to help student start-ups to help them take their project from mind to market.

http://crowdfundinginitiator.com/weeks/

http://crowdfundinginitiator.com/schedule.jpg

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GTU is training young innovators in crowdfunding:

http://timesofindia.indiatimes.com/City/Ahmedabad/GTU-to-train-young-innovators-in-crowdfunding/articleshow/36664078.cms

AHMEDABAD: Akshay Karnatki wanted to start his dance academy but didn't have sufficient funds. He put up his project on crowfunding website start51.com with a small video and aimed to get Rs 4 lakh.

People poured in from across the country as well as outside India and Karnatki surpassed his own target as he received more than Rs 4 lakh. Now, he is set to start his dance academy. Crowdfunding is simply the practice of funding a project or venture by raising many small amounts of money from a large number of people. Crowdfunding doesn't give stake or profit-sharing to the people who contribute money. It basically rewards for money. Crowdfunding is fast developing into an alternative for investor-based projects.

The students will go through a month-long training on how to get their innovative ideas sponsored by participating in a unique crowdfunding programme. CrowdFunding Initiator (CFI), India's first residential crowdfunding boot camp, is being conducted in Ahmedabad from Monday, 16th June 2014. The initiative has been organized by Gujarat Technological University (GTU) with the support of Start51, an indigenous crowdfunding platform. The four-week programme will have different modules to train young innovators. Dr. Akshai Aggarwal, the Vice-Chancellor, said, "An attempt at crowdfunding puts one in touch with those, interested in the product to get valuable feedback. This crowdfunding bootcamp is aimed to show to the student innovators' ways to become funding-ready using the tool called 'Crowd'". The programme is open to young students, alumni and faculty members.

Ateet Bajaj from Start 51, says, "The month long module will include focused sessions with industry experts, case studies, mentor session, hands-on-exercises on different aspects of crowd funding with selected finalists. At the end of the programme, all the selected finalists will go live on a dedicated crowd-funding platforms and not only learn how to get funded but "do-it themselves"".

"Today, the world is connected wirelessly, good ideas are getting appreciated and encouraged from all across the globe. At CFI, the participants will tell their stories through different

storytelling methods to attract targeted audience to support their idea. There are people who are willing to support such innovative ideas, we just need to reach out to them," said Kumar Manish, mentor at CFI.

"Almost 90% of start-ups and good ideas in college and universities die in want of money or lack of funding support despite having a huge potential," said Hiranmay Mahanta.

Media coverage:

1. "Fundraising made easy for budding entrepreneurs with great biz ideas

Much needed help? A four-week workshop on 'crowdfunding' aims at honing fundraising skills of budding bizmen" at

http://epaper.dnaindia.com/story.aspx?id=50953&boxid=450123&ed_date=2014-6-17&ed_code=1310005&ed_page=3

2. "GTU launches month-long training in crowd-funding" at

http://indianexpress.com/article/cities/ahmedabad/gtu-launches-month-long-training-in-crowd-funding/

N.B: If any student start-up wish or innovator wish to join the CrowdFunding Camp, please write to s4@gtu.edu.in , info@crowdfundinginitiator.com

For any suggestion write to info@crowdfundinginitiator.com

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