Student Start-up Support System (S4) at GTU Innovation Council brings in

Ahmedabad # Digital India Hackathon for all students, start-ups and Faculty Members of GTU affiliated colleges

36 Hours I 25 Entrepreneurs I 5 Investor Ready Products

It's not just another Start-Up Boot Camp!

We have planned an energetic 2 full day adventure for Mobile Technology Entrepreneurs!!!

Aim at: Use of Social Media, Mobile and Online Marketing to Grow Sales, Brand Value and Market Share

Date: 11th & 12th April 2015   **Start Time:** IST 09:00 a.m

Target audience: students, Faculty Members, alumni, start-up aspirants, android, iOS, Word Press, HTML5, Facebook, and Chrome, Cloud developers / start-up / founders / Entrepreneurs / Executives; Frontend/ Backend Web- Mobile Developers, Testers and Technology/ Mobile Catalysts

The participants may have a glance at https://data.gov.in/ (Open Govt. data platform India) and use the data available here to build applications for public good. The participants may develop

location based web or mobile applications based on the need and their ideas. Some of the good ideas will be specially mentored so that they can become useful services or products as we aim under ''Make in India'' movement in the nation.

This hackathon may wish to have some participants who will work on real life challenges as shared by the 25 entrepreneurs of the city who will pose various real life opportunities   to all the participants. Participants will have flexibility to choose their challenge before the hackathon starts.

S4 welcomes you to unravel your coding potential and build amazing products and services catering real life needs!

Venue: *Student Start-up Support System Co-creation Center (S4-C3)*

We at GTU are organizing 36 hrs (two days-one night) Web-Mobile #Digital India Hackathon designed for entrepreneurs, who are students, Faculty Members or alumni and for domain professionals @ GTU Innovation Council, Ahmedabad. It will take you through the major steps in starting web-mobile platforms – new business ideas/ improving an existing idea, team

building, wire-framing, prototyping, and pitching your idea live to investors and other stake holders!

Does your institution/ organization or MSME needs technology support or web-mobile app to scale up?

Integrated throughout the day will be examples of disruptive ideas from around Gujarat and Pan India, many of which 'Silicon Valley comes to India' hasn't witnessed yet, as well as tips on taking the fear out of making the leap to entrepreneurship.

Some leading mentors, technology experts/ trainers and advisers will be on hand throughout the day to answer your questions on challenges you're facing. The areas we will cover: your business model, revenue model, social media and digital marketing strategy, selling to who and how, etc. and there will be plenty of networking with other start-ups.

Note: Kindly bring your laptop/ iPad/ Notebook, etc...We provide Free WiFi @ our Campus! (You may have your own data card for high speed internet, if you need.)

Please register at,

https://docs.google.com/forms/d/1UCwHB0LR6CtLKJzP-KoyHZrftxPnqxepfXo4tvRAYZI/viewform

BACKGROUND:

"Mobile first" is a phrase finally taking hold among marketers in 2014/15, years after the consumer world went mobile.

So what is "mobile"? That's the existential question, and it's come up again and again.

Ten years ago, mobile meant making phone calls on the go. It then became about texting and emailing from anywhere, anytime. Then taking, sending and sharing photos. And now videos and apps...and then there is the form factor to consider. Is it a smartphone? A tablet? A wearable? Are these all considered "mobile"?

The specific behaviors and devices will keep evolving, but there are three basic, essential principles of mobile marketing that won't change:

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1. **Portable:** Your idea must be able to go where the user goes. If it can't follow the user through his or her day, it's not mobile.
2. **Personal:** The promise of digital was always and will always be its potential for personalization. Your idea must cater to the individual needs and desires of every user—and the experience must be unique to her.
3. **Perpetual:** Your idea has to stand the test of time—24 hours a day, 365 days a year—because mobile is always on. The first thing you reach for in the morning is probably a mobile device. At the office. On your lunch break. Curled up on your couch at home. Even when you're sleeping, your mobile device is with you and on.

A hacker to me is someone creative who does wonderful things.

Sir Tim Berners-Lee, Inventor of the World Wide Web

=== 11th April- Saturday: Mobile Hackathon Agenda ===

09:00 a.m Registration

10:00 a.m Introduction to Web- Mobile Technology

- 10:30am Key note Speaker/ Remark by Chief Guest
- 11:30am Opening Remark (Mobile Knowledge Bank/ Hackathon Challenges)

01:00 p.m Lunch Break
- 2:30pm Introduction to Mentors/ How and Where to find your co-founder?
- 3:30pm Introduction to API Integration Team
    - Scout and recruit relevant APIs
    - Invite API evangelists to mentor attendees
    - Invite relevant API owners to participate and conduct pre-hack workshops to educate developers/ entrepreneurs
- 5:00pm Tea Break
- 5:30pm Entrepreneurs pitching ideas to participants (6 mins followed by 4min Q&A)
- 7:30pm Idea Showcase/ Hackathon Challenge & Team formation (Feedback from expertise)
- 8:00pm Networking Session with High Tea and Snacks
- 9:00pm Night Coding starts (Programmers and API Developers) (opendata.gov.in)

=== 12th April- Sunday: Hack App Gap ===

9:00 a.m Morning Session: Industry workshops by mentors
- Ethical Hacking
- Startup Positioning- Marketing & Branding
- Legal Structures (Company formation)
- Protect your IP, Trademark
- How to create a great pitch?
- Final Pitch preparation

01.00 p.m Lunch Break

02.30pm Afternoon Session
- Early Stage Financing: Get started with your first funding (Bidding process starts)
- How to get the wow factor in your Apps- Mind to Market!
- Partnering with local tech. meet-ups
- Promoting through multiple developer channels
- Connect with potential tech & non-tech partners to add value for developers

05:00 p.m Tea Break

05.30 p.m Evening Session
- Pitch to Investor
- Entrepreneurs' Live Demo
- Winners announcement

Coordinator of the program, Pravash Dey, Email: enterpriseindia9@gmail.com , 91-9819833740.

For any suggestion kindly write to, Mr. Hiranmay Mahanta , Honorary, Director, GTU Innovation Council
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