

GTU INNOVATION COUNCIL

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A Report on

"Mind to Market Through Crowd Funding Initiator 2.0"

Date: 8th to 22nd December 2014

Time: 10:30 to 17:30

Venue: 126, GTU S4-Co-Creation Center (S4-C3), ACPC Building, LDCE Complex, Ahmedabad.



Student Startup Support System
(S4)



Gujarat Technological University,
Ahmedabad



Crowd funding Initiator (CFI)

Introduction

Crowd Funding Initiator is unique platform at **Student Startup Support System - Co Creation Center and with support from Start51**, in an effort to make the potential entrepreneurs and innovators funding-ready through use of this internationally successful tool called "Crowd".

Crowd-Funding is the practice of funding a project or venture by raising small amounts of money from a large number of people. More than 90% of student start-ups, based on good ideas and prototypes, die a premature death despite having a huge potential. Most of them also suffer from incomplete market research. Crowd-funding permits the use of the connected world as a market research tool for innovative ventures, which want to find their target consumers. By using crowd-funding a budding entrepreneur can market the concept to numerous stakeholders, can get insightful inputs from them and can obtain help in product validation. In addition, of course, Crowd-funding can help raise funds during the crucial phase of product development.

Crowd Funding Initiator is India's first boot camp to make young entrepreneurs & innovators crowd fund ready. The 12 days program nurtures & mentors young students to raise funds for their ideas/projects through the power of crowd. CFI hones practical skills and build your confidence in a working environment. The 12 day program enhances skills like, team working, creativity, pitching ideas, branding & marketing, hands on activities on film making and social media session with industry experts. The sessions were facilitated by dedicated mentors throughout the program. At the end of the program, the final projects will go live on indigenous crowd funding platform.

The program is open for GTU students, Alumni or Faculty Members, who have an innovative product or who have been working on an innovative idea and who need seed funding to for reaching the threshold of the market.

Schedule of Crowd Funding Initiator 2.0

Day 1: Problem solving start-up: CFI module 1 canvas

This session starts with defining the startup idea and its problem solving attitude; also a brief on what is Crowd funding? And how it works?

Day 2: How to start branding on the internet? Social Media Canvas

One session about Social Media which helps Project creators to define the path of marketing and basic branding techniques for the powerful social media and internet.

Day 3: Resources what a start-up has and what they need: CFI module 1 canvas

What are the Factors affecting the ideas in becoming the startups; what are the resources required (from money to expertise) through case studies of various startups.

Day 4: what should the crowd get? Reward model canvas

Separate sessions explaining “What is Reward and how it is essential for successful crowd funding”? This session will include hands-on exercise of market research and feedback.

Day 5: How to price your rewards? Reward model canvas

Creating rewards for their particular project all participating teams will form their rewards and do a pricing survey of what they are going to offer to the crowd

Day 6: How to present your idea? Video canvas + scripting

What to tell and how to tell is a very important learning, which shall be provided while helping each team to script their presentation before going ahead and making a video, also taking them through internationally successful crowd funding videos to help them write their own scripts.

Day 7: What to say in video? Video canvas + Shooting

A special session on how to shoot a video of the project by covering all the important aspects to be told to the viewers who are direct or indirect beneficiaries by an Expert videographer.

Day 8: Let's shoot video: Shooting video

A team of videographers will handhold each participating team in shooting their videos via interviews and play enacting. These videos can also be used as an advertising campaign for these startups.

Day 9: Effects in Video: Editing video

Once the shooting is over a team of trained editors will help in editing, finishing and adding special effects to the videos which should ideally be of one to two minutes

Day 10: Network time and how to reach the crowd: Social media canvas

Exclusive Network session will be conducted by the experts who will also teach them word play and power of info graphics while thinking of social media beyond Face book and twitter by including compulsory learning of LinkedIn, blogging and G+ Training on how to interact with the media to convey the best message across.

Day 11: Go Live for Funding: Launch + PR (power of media)

Press will be invited for interview of project creators thus giving them an exposure to the crowd for a maximum reach and sharing their stories with everyone.

Day 12: Speeches and Momentums: Pitch day and certification

A celebration with honorary guests and invitees to mark the launch of the startups and appreciation of the organizing team.

Team Details:

Team No. : 1

Project Name: AC-DC (Anyone Can Draw Circuit)

Project Description: A conductive ink works as a circuit connector path or as a wire. Now a days this type of ink is available in market, but it is very expensive approximately 20\$. This ink from garbage/non-conductive material and reduced the cost of the ink to 50 rupees. And it works the same and user will get large amount of raw material of ink. So, we are providing DIY (Do It Yourself) kit, in 300 rupees approximately. The user has to mix this material and he/she will be able to print their circuit by a colour brush.

Contact Details

Name: Nandan Shah

Number: 9879434340

E-mail id: shahnandan10@gmail.com

Name of Team Members:

- i. Nandan Shah
- ii. Vaibhav Patel

Funding required: Rs. 1,00,000/-

Video link : <http://www.start51.com/project/technology/anyone-can-draw-circuit-acdc>

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Team No. : 2

Project Name: TFA (Tekken Force Ahmedabad)

Project Description: Parkour is art of movement. It started back in 2009 as a pure mix art business, but has over the years transformed into a professional in street culture. Team TFA are pioneers of parkour free running. We specialize in parkour free running gymnastics, martial arts and tumbling; also in other street-oriented disciplines based on the acrobatic body on repertoire that acrobatics, stage fighting, etc.

Contact Details

Name: Vishal Kansara

Number: 8460883699

E-mail id: vishal.telent@yahoo.com

Name of Team Members:

- i. Vishal Kansara
- ii. Ravi Samra
- iii. Pradip Gohil
- iv. Arpan Chavda
- v. Narayan Dhusa

Funding required: Rs. 2,50,000/-

Video link: <http://www.start51.com/project/adventure/tekken-force-parkour-academy>

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Team No. : 3

Project Name: Automatic Endoscope Washer

Project Description: The instrument that is used by doctors for “ENDOSCOPY” are needed to be get clean and disinfected after every use. The present scenario is that doctors clean the instrument manually which is very time consuming. So Auto disinfectant cleaner or Automatic endoscope washer will reduce the work of doctors by cleaning and disinfecting the instrument automatically. This cleaner works on different mode by using PLC (Programmable Logic Controller). In auto mode the machine has pre-define time period in which the instrument is cleaned and disinfected.

Contact Details

Name: Anuj Shah

Number: 9409215712

E-mail id: anujshah_26@yahoo.com

Funding required: Rs. 3,00,000/-

Video link: <http://www.start51.com/project/technology/automatic-endoscope-washer>

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Team No. : 4

Project Name: Leftover

Project Description: Leftover is an enterprise that intent to address the need for battling against hunger among destitute by introducing a unique solution. Our unique solution is an initiative where the leftover food is provided to needy instead of being wasted in any form. We realize that while a major chunk of the society is able to feed themselves and their households, a minor chunk of the society is not. However this is also observed that the major chunk more often than not cook surplus which can be delivered to the minor chunk. Hence we set out to pick up the leftover food from a willing donor and deliver it to the hungry. We wish to become a bridge and play a catalyst in setting the new trend which is a solution to a very basic need hereby also managing the food waste.

Contact Details

Name: Rupesh Rajawat

Number: 9638230533

E-mail id: share@leftover.in

Name of Team Members:

- i. Rupesh Rajawat
- ii. Yuvrajsinh Jhala
- iii. Dhrumil Patel
- iv. Jay Sampat
- v. Ankit Gabani

Funding required: Rs. 80,000/-

Video link: <http://www.start51.com/project/food/leftover>

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Team No. : 5

Project Name: CareerKhojj

Project Description: "CareerKhojj" means "A platform that will help a student to find (Khojj) a perfect career according your inner talent." To change the mentality of parents that there is only scope for people who select mainstream career as a profession. We have a team of experts who will help you in choosing an accurate career path and hence we proves to be a Complete path Finder! We act as a mirror and help the students in realizing their unique abilities (by CK ONLINE ASSESSMENT TOOL) & guide them by providing all the available options in terms of selection of branches, institutes by Dr.RR ONLINE ASSISSTANCE. Here, this unique platform provides students an opportunity. To,make their own virtual career path > watch live review videos of experts > choose career expert > schedule your counselling > Take DR.RR online assistance in your language > online assessment test to assess your talent.

Contact Details

Name: Rutvij Vora

Number: 7383918979

E-mail id: rutvij@careerkhojj.com

Name of Team Members:

- i. Rutvij Vora
- ii. Rachit Dave
- iii. Prutha Vekaria

Funding required: Rs. 2,12,000/-

Video link: <http://www.start51.com/project/technology/careerkhojj>

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Team No. : 6

Project Name: GTUpedia

Project Description: “GTUPEDIA” means a platform which provides you “ONE STOP SOLUTION FOR STUDENT BY STUDENT”. It guides you through all your curriculum study materials synchronized with related videos and pdf. Its an unique online platform which provides students with an opportunity to Create their own ID , get the access to required study materials anytime ,latest and regular event updates from GTU, interactions with the professors , project informations and Gtu Question papers. Hence it a Smart Education System to get , share ,teach and manage your academics.

Contact Details

Name: Dhruv Saidava

Number: 9033004450

E-mail id: dhruv@gtupedia.com

Name of Team Members:

- i. Dhruv Saidava
- ii. Rakesh Prajapati
- iii. Suketu Chavada
- iv. Bhumi Gajera
- v. Kinjal Ami
- vi. Hiral Pancholi
- vii. Ravina Panchal
- viii. Urvish Brahmbhatt
- ix. Jimish Fotariya

Funding required: Rs. 1,00,000/-

Video link: <http://www.start51.com/project/technology/gtupedia>

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Team No. : 7

Project Name: Design Thinking Enhancer

Project Description: GTU has introduced Design Engineering subject in 3rd semester this year. As being Assistant Professor at GTU, we are thinking of creating DVD/Video film that will include design thinking methodology, design pedagogy, canvas explanation and report making. This DVD will help students with the Design Engineering subject.

Contact Details

Name: Karmjitsinh Bihola

Number: 9099090464

E-mail id: ap_karmjitsinh@gtu.edu.in

Name of Team Members:

- i. Karmjitsinh Bihola
- ii. Gagandip Singh Khanduja

Funding required: Rs. 1,00,000/-

Video link : <http://www.start51.com/project/technology/design-thinking-enhancer>

Crowd Funding Initiator 2.0

Day – 1 (08/12/2014): Inaugural-Manual Launch

The program begins with the introduction of mentors in the eminent presence of Dr. Akshai Aggarwal, Hon'ble VC, GTU. In the same session the outline of the program was launched and discussed with participants. Dr. Aggarwal gives insights about the importance and future benefits of the program in context with innovation and hence shares of the same in progress of the society. The participants were shown sample pitch videos presented by various projects on national (start51) as well as international platform (Kickstarter and Indiegogo), the intentions were to raise information regarding, What is Crowd funding?, Basic Skills Required for such initiation, Overview of the workshop, CFI Module 1 etc. Further in the program mentors interacted with teams by giving a bird's eye view on their project and strategies for filling the details on the CFI Module 1 canvas. The day ended with an interactive session of feedback wherein each of the participants shared what they learned from that day and their liking to learn the most during the course of the workshop.



Picture : Participants introducing themselves

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Picture: Participants listening to mentors



Picture: CFI 2.0 Group

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Day – 2 (09/ 12/ 2014): Problem solving start-up

On day 2 of the program all seven teams remain present at the scheduled time. The day began with a preliminary introduction session continued by a small ice breaking session so that all the participants get comfortable and also get to know about the participant colleagues they were going to work during the workshop. The ice breaking session brought out many interesting details that except starting their own ventures, all participants were different from one another

During the day all teams had begun with filling up of The CFI Module 1 Canvas and the queries for the same handled by mentors. At the end of day all team presented regarding the group understanding for the canvas via explanation of the same.

| The CFI Module 1 | | | | Date: 9/12/2014 | |
|---|------------------------------------|------------------------------------|--|---------------------------------|--|
| Project Name: 100 Words: 140 Characters: Point: • Past Perfect • Present Continuous • Future Indefinite | Pain | Product (5 W&H) | Direct User In Problem | Functions & Features | |
| | Pleasure | | Indirect User Can or does care | Wow/Impress | |
| | Resources Existing (I have) | | Resources Required (I want) | | |
| Resources Existing (I have) | | Resources Required (I want) | | | |

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Picture : CFI Module 1 canvas

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Picture : Participants interacting with each other



Picture : Participants working on their canvas



Picture: Participants explaining Canvas

Day – 3 (10/ 12/ 2014): How to start branding on the internet?

The session of the day begin with guidance form one of the mentors of the program Kumar Manish with insight of importance of requirement of strong social media profile and influence of the networking for crowd finding, can help in bringing out our idea/product to people/market. The second canvas of the program titled Social Media canvas provided to teams and explain regarding the importance of the canvas that will help startup/ initiator to promote ideas and make social media sought out. In the next phase of the day as a part Ice Breaking exercise all teams were informed to prepare one project in half an hour by collecting random material/products from premises. As the day progresses task was also given to prepare 5 slide presentations by each team covering status of project and social media appearance till date (Canvas 1 and Canvas 2).

| Social Media Canvas | | Date: 10/12/2014 | | | | | |
|----------------------------|------------|------------------|-------|---------|--------|-----|--------------|
| | | Why? | Birth | Amateur | Mature | Pro | Cheat/Tricks |
| Basic | G+ | | | | | | |
| | Facebook | | | | | | |
| | Twitter | | | | | | |
| | LinkedIn | | | | | | |
| Master | Youtube | | | | | | |
| | Instagram | | | | | | |
| | Pinterest | | | | | | |
| | Tumblr | | | | | | |
| Magic | Blog | | | | | | |
| | Slideshare | | | | | | |
| | Quora | | | | | | |
| | Reddit | | | | | | |

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Picture: Social Media Canvas



Picture: Mentors-Mr. Ateet Bajaj & Mr. Kumar Manish explaining outline of the day



Picture: Participants working on canvas and Ice Breaking Exercise project

Day – 4 (11/ 12/ 2014): Resources what a start-up has and what they need: CFI module 1 canvas

As per the task given from the previous day all team prepared the 5 slide presentations on project details and social outreach all had. At the end of presentations due to the initial learning phase mentors suggested to give only Positive feedback and adequately discussion was held for the improvement in the same. Emphasize was give and suggested to focus on Presentation skills, inclusion of facts & figures etc for the strong representation related to crowd funding.

During the day again one Ice breaking exercise was performed in all participants need to rearrange their self by birth day wise, month wise in ascending order without saying single word i.e. only in the way of expression using sign language. Such exercise helps all of us understanding signs and creative leadership among participants.



Picture: Participants explaining social media strategies



Picture: Participants at Ice Breaking Exercise and Explaining Canvas

Day – 5 (12/ 12/ 2014): what should the crowd get? Reward model canvas

The day begins with the experience sharing by Sohail Patel from CFI 1.0 - Instagram printing and named his project Printajoy. He shared experience regarding role of blogs and their importance also emphasize on visit different events for promotion, creative rewards, digital/social marketing Sohail also discussed importance of family/friends for raising fund.

The next activities of the day include CFI Reward Podium - Discussion about rewards by Ateet Bajaj. He explain different category of rewards like exclusive, let them do, do for them, tangible, appreciations. Focus was given to think very innovative rewards. At the end of day Ice Breaking exercise was performed with a new team having four member each (different from team registered) and made to pick up 2 projects than own team with preparation of rewards strategy for the project and then to discuss with original team and feedback session was done on bases of this exercise.

The next day task was given in form to prepare presentation giving ideal of learning journey for 4 days and also instructed to include product description with logo and 140 character lines, and details of Canvas 1.

| The CFI Reward Podium | | Date: 12/12/2014 | |
|------------------------------|---|---------------------|-----------------|
| Product & Services | Exclusive | Who? | |
| | Let them do | Who? | |
| | Do for them | Who? | |
| | Tangible | Who? | |
| | Appreciation – think of innovative ways | | All |
| List Rewards | Reward Cost | Contribution Amount | Collection ways |

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Picture: CFI Reward PodiumCanvas



Picture: Mr. Sohil Patel interacting with Teams

Day – 6 (13/ 12/ 2014): How to price your rewards? Reward model canvas

The day started with the exercise (dance) on Banana song made by the guest Ms. Aditi Gupta. Experience shared by Ms. Aditi Gupta from Menstrupedia.com, she talked about her experiences on her crowd funding campaign. She more focused on social media impact for fetching the fund from the crowd and also showed the ways of social media rewards. She talked about planning and preparation strategies of rewards for your campaign.

For the next session of the day teams were busy in work related to Social Media activities like Facebook page creation, sending invitations on Facebook, preparing blogs and other platforms taking reference from Social Media Canvas. The exercise provided by the mentor to prepare two presentation on canvas-1 (CFI Module 1) and reward canvas for each sub head.

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| www.crowdfundinitiator.com | | Video CFI Canvas | | #CFIIndia |
|---------------------------------|-----------------------|--|------------------------|------------|
| Viewer Segments | | Impact | | |
| Direct Beneficiary / in problem | | Application / product / different user environment / location / product features | | |
| One who cares | | macro impact (figures) + Product features | | |
| One who can be impressed | | Unique features + Wow factors (Secret Sauce) | | |
| Current Status | Plan of Action | | Team | |
| | Challenges | Solutions | | |
| #progress | | | #Belief / Reliability | |
| #past problems | | | #past projects | |
| | | | #credibility / Ability | |
| | | | #Secret Sauce | |
| Miss universe questions | | | | |
| Rewards | #Graphics | #Delivery | #sovenirs | #prototype |

Picture: Video CFI Canvas



Picture: Ms. Aditi Gupta Co-founder of Menstrupedia



Picture: All Participants with Ms. Aditi Gupta

Day – 7 (15/ 12/ 2014): How to present your idea? Video canvas + scripting

The day started with recapping the discussion regarding CFI Rewards by Mr. Ateet Bajaj. Sir had given the necessary remarks during discussion so all can think in the direction and can make the work of upcoming session better. The next phase of CFI 2.0 was about to begin on the day as teams are one step closer for video preparation. Mr. Pranav Daure, Founder and Director Hidden Stroke Pvt. Ltd. introduced to all participants. To understand the team and their work, with respect to making videos, Mr. Daure goes through the work of canvas done by all via presentations given by each team.

Mr. Pranav Daure shared his experiences at regarding such Project (Product) and shared that “Better coach is important, for better player”. In the further progress in the session Mr. Daure shared some crowd funding videos having successful and Unsuccessful stories and discussed key points/ understanding related to the same like video should cover product information, manufacturing process of the product, benefits etc in appropriate percentage. All team worked on Video CFI Canvas and key points of the same i.e. Viewer Segments, Impact, Current Status, Plan of Action, Team, Rewards, Miss Universe Questions discussed. Mentor suggested focusing on Direct Beneficiary, Product Features, Belief/ Reliability and Secrete Sauce during the script. Teams are also informed to include one line each for keyword suggested. It is also informed that the plan of the next day is Script writing.

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Picture: Participants explaining Start-Ups to Mr. Pranav Daure



Picture: Mr. Pranav Daure interacting with Participants

Day – 8 (16/ 12/ 2014): What to say in video? Video canvas + Shooting

All team started day with script writing. All the doubts on the way were handled by Mr. Attet Bajaj and Mr. Pranav Daure. Both mentors mate one by one to each team and discussed about the script of the idea/ product they thought of. During the discussion suggestions and corrections are discussed with team so that next two days a proper video for presentation with respect to Crowd Funding can be prepared adequately. At the end of day all teams are have clear idea regarding the key material to be included in the next day sessions for video shooting.

Day – 9 (17/ 12/ 2014): Let's shoot video: Shooting video

Day – 10 (18/ 12/ 2014): Effects in Video: Editing video

Day – 11 (19/ 12/ 2014): Network time and how to reach the crowd: Social media canvas

Day – 12 (20/ 12/ 2014): 11: Go Live for Funding: Launch + PR (power of media)

For all the days the activities scheduled from script writing to modifications into the same. The practice sessions were held to refine the work at the required places. The mentors Mr. Ateet Bajaj and Mr. Manish Kumar were continuously looking at the work of this crucial phase of Crowd Funding work.

The teams were greatly motivated for the video making phase via support and suggestions of the mentors. The video shooting at different location with the help of team is completed by Mr. Mr. Pranav Daure. With the different team Mr. Daure completed work of shooting by 19/ 12/ 2014.

Meanwhile the teams were busy in preparing graphics and rewards for the Start-Up and making the social impact as much as possible through different platforms. Teams also registered information related to their Start-Ups at start51.com



Picture: Participants during Video Recording phase



Picture: Participants during Video Recording phase

Day 13 (22/ 12/ 2014): Speeches and Momentums: Pitch day and certification

The video launch organizes in the presence of of Dr. Akshai Aggarwal, Hon'ble VC, GTU and Powerful media of the region. After seeing seen all videos Dr. Aggarwal interacted with the team members, took the feedback and information about the learning out come from the 12 days program. Sir also discussed regarding importance of such initiative and future planning.



Picture: Dr. Akshai Aggarwal, Hon'ble VC, GTU and Media Persons Interacting with Participants during Video Launching

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Picture: Teams of CFI 2.0

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