
<p>Student Startup Support System (S4)</p>	<p>Gujarat Technological University, Ahmedabad</p>	<p>GTU Innovation Council (GIC)</p>

A

Report on

GTU Innovation Council, Digital India Hackathon

At Student Start-up Support System (S4) Co-creation center

Date: 11th -12th April, 2015

Time: 09:00 am onwards

Venue: GTU Innovation Council, ACPC Building, LDCE Campus, Ahmedabad-380015.

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INTRODUCTION

GTU Innovation Council , Digital India Hack-a-thon, an event to promote technology based entrepreneurship in Gujarat in collaboration with open source web-app developers, software programmers, interface designers, and project management professionals, collaborate intensively on web application projects in a 36 hour long 'Idea to Minimum Viable Product (MVP)' intended to find real world solutions in academic, social enterprise and profit making organizations. With the ultimate goal to create usable software. Participants were supported by mentors to start web-mobile platforms, new business ideas/ improving an existing idea, team building, wire-framing, prototyping, and pitching their idea live to industry experts, investors and other stake holders..

Participants were instructed to bring - LAPTOP/iPAD/SMARTPHONE, etc.

Event Layout

- Event briefing, and introduction of key note speakers, mentors and participants
- Team Formation and Ideation (new and from existing industry challenges)
- Business Development Canvas
- Presentation of the Ideas to Mentors and other team members
- Feedback from mentors
- Wire framing of selected Ideas
- Prototyping & Pitching Rehearsal among team members
- Final Pitch to industry experts, investors and other stake holders
- Winner announcement.

BRIEF PROCEEDING OF THE EVENT

In the Introduction part of the Event, **Mr. Pravash Dey** discussed his experiences about the need of Hack-a-thon culture in academic and industry in solving real world issues, past and future Hack-a-thon plans/challenges of New Business Development, how to choose the Idea for implementation and also about networking with fellow participants. Then **Mr. Kunal Verma** gave insights on how to choose Wire framing tools for the particular Idea and about the financial guidance, etc. Participants were given time to know each other via self-introduction session by forming a team of six in a group. Hence there were 13 teams working on different interesting ideas.

The guest speaker **Mr. Bhaskar from Infocity**, IT Hub Gandhinagar gave insights on digital entrepreneurship, industry collaboration, importance of co-working space, opportunities from corporate world.

Then began the Digital India Hack-a-thon, intensive discussion on *ideation, business model preparation via Business Canvassing* for deep understanding of every aspects of business, followed by presentation of ideation to mentors and team members i.e. entrepreneurs pitching. Then began the session of night coding (10pm to 11am) in which participants had to build their online platforms (prototypes) of respective ideas.

Next day begun with opening remark by our Industry mentors on following topics:

- Ethical Hacking
- Startup Positioning- Marketing & Branding of web-application
- Legal Structures (Company formation)
- How to create a great pitch.
- Final Pitch preparation
- Early stage financing, etc.

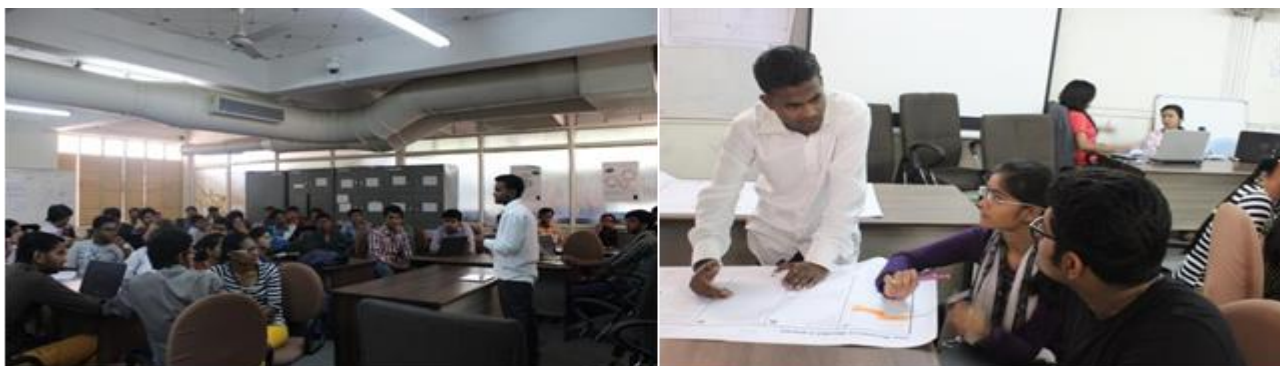


Picture: Hon'ble Vice Chancellor Dr. Aggarwal addressing the participants.

Finally the day ends with a key note by Dr. Akshai Aggarwal, Hon'ble Vice Chancellor of Gujarat Technological University and final pitching by participants to respective jury member.

KEY OUTCOMES

This event will lead the new generation of entrepreneurs to think about solving real world issues via technology and also to collaborate it in improving existing systems. Web-applications can be a viable product to generate new opportunities in the market, build an effective and scalable business model, collaborate on real-time data and go global. Out of 13 teams, 10 were able to finish their final prototypes in give time of 36 hrs. After 3 minutes of group pitching and 3 minutes of Q&A, jury members finally chose 6 teams for taking their idea to market.



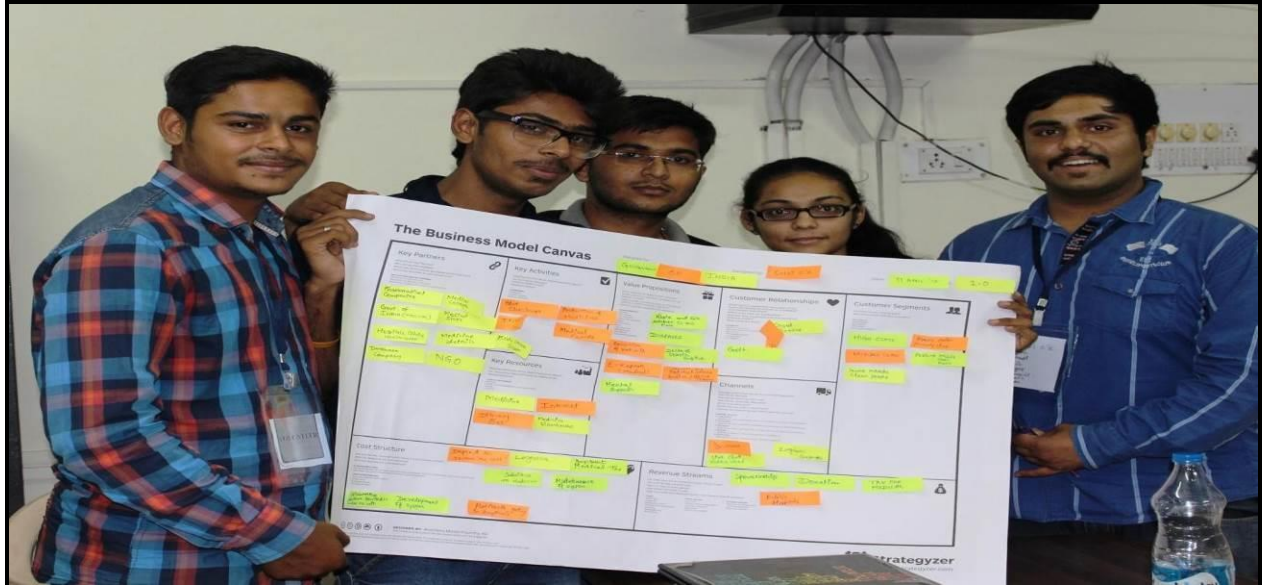
Picture: Mr Pravash Dey interacting with participants.

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Picture: Mr. Verma guiding all participants about Digital India Hack-a-thon



Picture: Participants during the brainstorming & business modeling session.

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Picture: Mentors helping participants to fine-tune their ideas.

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Picture: Guest Speaker Mr. Bhaskar from Infocity IT Hub, Gandhinagar.



Picture: Participants with Mr. Hiranmay Mahanta.

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Picture: Participants preparing for their pitch.

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Picture: Prize distribution to the winners.

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FEEDBACK

1. "The basic concept of hackathon was inspiring and good. It provided a challenging plus learning platform. I would like to take my team members and my idea to the next stage."
2. "Learned new technical skills and business concepts. The time frame of this event should be a week, so that we can learn more. Overall experience was above expectation. A great exposure by this event."
3. "I would love to go further with my business idea. We seek more of financial and technical support from GTU. Overall experience was excellent."
4. "I learned to utilize my potential in a given time frame. Experience was up to expectations but I would like to have some experience before going further with this business plan."
5. "I am student of Chankheda Vishvakarma College. It was a great experience and I would like to thank GTU to organize this kind of event and to provide platform for showcasing new idea. This event can improve insight vision of students and encourage them to be self-employed and have long term vision."
6. "Mentors were so supportive and their continuous supervision guided us in the proper direction."
7. "Programmers should teach us how to do CODING and WEB FRAMING as a part of this event. They should also guide us on which tools are the best suited to which type of Application. There should be one day seminar before the Event which will definitely help students like us who are from non-technical background."

CONCLUSION

Participating in such event enables a student/ entry level professional to think from various prospects of technology innovation, industry collaboration and building innovative solutions/ prototypes for real world challenges. They indulge in serious decision making process for new business opportunities; get a line of thinking as how to proceed with a current idea and what all things to be considered while executing a business plan. Participants get an opportunity to interact with academic mentors and industry experts and learn from their experiences. **Digital India Hack-a-thon was mainly focused on starting web-mobile platforms**, a whole new aura of business opportunity with increasing use of social media, and other digital services. Participant with a viable business idea will be provided mentoring, media, co-working, technology, and financial support to take them to the market.

List of Teams:

- 1) punch- Harshadeep Champaneri + 4 team members
- 2) health helper – Jaimin Sejpal + 6 team members
- 3) Q page- Aakash Panchal + 7 team members
- 4) demand karo- Sairam Pillai + 7 team members
- 5) e-mission- Krunal Gohel + 4 team members
- 6) student desk- Karan Pujara + 2 team members
- 7) book billi- Aditya Saini + 8 team members
- 8) patheek- Aman Shah + 5 team members
- 9) race merchandise- Akshay + 1 team member
- 10) college store – Vaibhavi + 2 team members
- 11) Sodho - Ketakee Nimavat + 7 team members



Special thanks to Mr. Pravas Dey, Enterprise India and mobile technology park who conceived the entire plan of action and mentored the program at GTU Innovation Council.