

GTU INNOVATION COUNCIL

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Student Startup Support System (S4)

Meeting of GTU Students,
who aspire to convert their final year projects to marketable products
Student Entrepreneurs' Workshop, 2nd June 2012



On 2nd June 2012, GTU organized its second S4 entrepreneurship workshop. S4 aims to help GTU students turn their innovative products and business ideas into viable business models and products. The workshop was attended by both faculties and students.

The theme for this workshop was IT/Mobile/Communications based startups. However students with a wide range of product ideas such as automation, energy efficiency and waste management besides IT attended the workshop. The event commenced with the inaugural speech of Honorable Vice Chancellor of GTU, Dr. Akshai Agrawal. He spoke about the need to convert the student ideas into viable marketable products. He also quoted the examples of successful Silicon Valley entrepreneurs such as Bill

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Gates who began his enterprise with a small but a very beautifully written program of 3500 lines. He emphasized the fact that while entrepreneurs may be academic all rounders but they are often very motivated and have expertise in certain niche areas on which they base their enterprises. He also announced the ongoing GTU efforts to create a co working space for budding student entrepreneurs where they can work together and avail expert advice to mature their products/services.



The inaugural session also saw Arvind Modi from Gujarat Venture Finance Limited speaking about how venture capital can support emerging startups with the funding when conventional sources of funding like debt are not available. He also quoted the example of some of their present companies whom they have funded such as the student company which is developing a bandage technology that can prevent bleeding. Mr Modi appreciated the efforts of GTU for encouraging entrepreneurship and for bringing together the large numbers of student entrepreneurs to create momentum for entrepreneurship in the state. He said that GVFL had organized such workshops in all the major cities of Gujarat and had never got such a great response. Mr. Prashant Mehta from GVFL also announced a voluntary support to all students who need legal advice in building up their startups. Mr. Modi and Mr. Mehta brought into discussion the perspective of venture capital's role in entrepreneurship.

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Mr. Shailesh Patwari, President of Naroda Industrial Association appreciated the efforts of GTU innovation Council towards creating an innovation ecosystem that will ultimately help in improving the technology of the industrial units in Gujarat. He narrated examples of technology development from his own life about how from a textile unit, he went on to create a dye and chemical industry and from there on with the changing landscape of the technology and societal needs for cleaner environment went on to establish a common effluent treatment plant for Naroda industries and also the world's largest landfill site. He also extended all the support from Naroda GIDC towards creating a co-working space, testing facilities and continuous industrial interface for student with innovative new technology ideas.

The later part of the event saw participation of a number of young entrepreneurs from diverse fields telling their own stories of how they started and how they worked to create their own startups. The discussion was in form of a panel discussion with audience question and answers. Hiranmay Mahanta moderated the session.

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Photo: Hiranmay Mahanta, MD Techpedia moderating the session

The entrepreneurs often stood among the students to retell their own experiences about entrepreneurship. This discussion was initiated with the conversation with founder, CEO of Anatag Ltd, Kaushal Bhavsar. Kaushal who initially had planned for an computer security based product finally went on to create a company that now uses QR code for generating better metrics for ROI on marketing spending. During his discussion Kaushal however not just spoke about his venture but also about his tribulations in the market about how his initial product that would increase the security of hosted websites did not cut ice with the customers as he found that most of his customers who were still new to the digital platform for doing business had not yet progressed to a stage where they would be feeling the need for enhanced security.

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Amit and Ruchit, co-founders of Allevents.in shared how their need to attend more and more events in Ahmedabad led them to the conclusion that there existed in market a gap in form of absence of a source which could apprise them of all the events happening at a particular place. This led them to create allevents.in , a web portal where one could find listing of all events that were happening in a particular location in the the world. Today they have a listing of over 3.4 million events at their website.

Jaydip Parekh, a leading social media consultant in Gujarat shared with the audiences the nitty-gritties of social media marketing . He also described the concept of influencers in social media and the role the influencers play in influencing users towards a particular element on social media networks. Jaydip also brought into his talk a number of light moments which left the audience bursting in laughter from their seats.

Mitul Dadania, Founder-CEO of investplus.in, a company providing IT products for financial services management shared his own story about how the idea to make his product emerged from his observation that his father had difficulties in managing a large number of financial documents such as ranging from insurance to stock market ones. While there existed products in market for doing such

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functions but none of them suited the needs of simplicity, cost and requirements of an individual. This led Mitul to create his product which has today successfully sold thousands of its copies with customers coming in from some of the top notch players in Mumbai Stock Exchange!

Nitin from Digital Upstarts narrated his own story of how his simple project on social media made during his college days went on to become a product that he went ahead as an entrepreneur. He also shared his share of tribulations when his customer base had dwindled to one and he had a tough time even paying his bills! However by sticking to his idea, not giving up every day he woke up in morning, he finally managed to bring more clients and sustainability to his venture.



The second half of the event saw present student entrepreneur Sharad, Founder-CEO of Solex Enterprise giving feedback and tips to students who are trying to upscale manufacturing startups. Yash Saxena moderated the session.

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Photo: Yash Saxena moderating the session

Himanshu Gupta, Founder-CEO of MobiVidya.com shared how his earlier experiments in being a job could never satisfy him. So he left his job in Pune to start his venture in Ahmedabad from scratch. He told that due unavailability of card payment options to students and in general people in India, he devised an innovative way of making payments possible through the use of mobile coupons for payment. He felt that your product will go tremendous changes during its maturity cycle and therefore expect to see great changes in what you finally make as a product from what you initially had in mind. Jatin Chaudhary, Founder-CEO of Point 10 narrated his story from being a rebel in his college days where his escapades ranged from getting detained in his college to misplacing the letters his college shot to his family! However he never gave up on his belief in simplicity and creating a local enterprise with a global conscience. This led him to establish point 10 and sweetly designs a sub-venture of point10. Sweetly design is an inspiring effort to market high quality jewellery made by rural women in under-developed district, Dang in global markets.

The workshop concluded with GTU students- Rahul (editor in chief of Youth Connect) and Hardik Chauhan (Android App based Entrepreneur), currently pursuing their startup dreams sharing with students other .

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Mr. Jaimin Shah , Immediate Past President GESIA joined the session and interacted with startup entrepreneurs at AMA. He shared that they will take policy inputs and GESIA will help in mentoring the start ups in ICT and related sectors. He ensured that 300 plus Industries under GESIA will help the students while taking off their ideas. More than 150 students participated who are passing out this year participated in day long session. Professors, Industry people from various sectors too joined the event appreciated the steps taken for sensitizing the innovation led enterprise nurturing process by young techies at GTU Innovation Council.