



GTU Innovation & Startup Center

A Report on

“How to Start a Startup”



Speaker: Jayson Ganatra

(Founder of Sattardas Makerspace)

Date: 11th July, 2018

Time: 5:00 pm to 7:30pm

Venue:

GTU Innovation and Start-up Center-Rajkot Hub
AVPTI Campus,
Opp. Hemugadhavi Hall, Tagore Road, Rajkot -
360001

- **Introduction**

A startup is a young company that is just beginning to develop. Startups are usually small and initially financed and operated by a handful of founders or one individual. These companies offer a product or service that is not currently being offered elsewhere in the market, or that the founders believe is being offered in an inferior manner.

In the early stages, startup companies' expenses tend to exceed their revenues as they work on developing, testing and marketing their idea. As such, they often require financing. Startups may be funded by traditional small business loans from banks or credit unions, by government-sponsored Small Business Administration loans from local banks, or by grants from nonprofit organizations and state governments. Incubators can provide startups with both capital and advice, while friends and family may also provide loans or gifts. A startup that can prove its potential may be able to attract venture capital financing in exchange for giving up some control and a percentage of company ownership.

- **Introduction of Speaker**

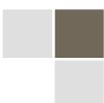
Mr. Jayson Ganatra

(Founder of Sattardas Makerspace)

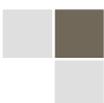
He is a Systems Thinker and a Hardware Geek! And he love working with startups and helping them out whenever and wherever.

We can read more about him at <https://www.jaysonganatra.com>

Also we can be reached at jayson.ganatra@gmail.com



- To give some knowledge about Startup to the youngsters there was an inter-college meet held. GIC organized “How to Start a Startup” for students at GTU Innovation and Start-up Center-Rajkot on 11th July, 2018. It was great event in which students from across various colleges and department participated and Mr. Jayson Ganatra conduct the Event.
- As per the event timing event started at 5 o’clock. All Interested youngsters reached as per the time. This session is important for all by providing necessary guidance. Mr. Jayson Ganatra gave us him brief information.



- He told that how to Start a Startup? What was the process of Start a Startup? Which legal document must require for it? What was the law for it? This type questions solved in the event.

- **Flow of Event**

TOC

- ✓ Why Startup?
- ✓ Understanding the process
- ✓ Idea
- ✓ Validation
- ✓ Testing Hypothesis
- ✓ Business Model and Business Plans
- ✓ Useful Resources

Here, I am including few important glimpses,

➤ *Why Startup?*

Startups are mushrooming in large numbers in India. Apart from introducing everyone to new innovations and ideas, they are also employing numerous people from diverse domains, especially the youth. Even experienced people, particularly from the consultancy sector, are opting to work in startups. Let us analyze why taking the plunge and entering the startup world can be an exciting proposition.

➤ *We have to Understanding the Process*

- ✓ Idea Validation,
Finding cofounder's
Understanding the Target Market,
Building MVP

- ✓ Product Validation,
Analyzing competition,
Finding first 100 users who loves your product

- ✓ Creating Business Model and Business Plan,
Testing hypotheses and continuously improving the product,
Growing 5% a week.



➤ *Startup Idea*

Are you living in future and see an innovation that can shape humanity? Or are you just observative enough to spot the problem faced by people? In both cases, you will have an idea to help people, and of course, make a lot of money in the process.

➤ *Validation*

Validation is when you can do business with your product or service. Identify your target market and carry out the below validation,

1. Feasibility Study
2. Proof-of-Concept (POC)
3. Prototype

1. *Feasibility Study*

- Google
- Crunchbase
- Angel.co
- LinkedIn
- Google Adwords
- Google Trends
- SEMRush
- Alexa
- Brand24
- Quora, etc.

2. *Proof-of-Concept (POC)*

- Pen & Paper
- Business Card
- UXPin
- Quora
- Landingi
- Facebook Ads, etc.

3. *Prototype*

- HotJar
- Survicate
- SecurionPay
- Google Analytics
- Woodpecker



- Growbots
- Appoint.ly
- UserEngage
- AppSumo
- FluidUI, etc.



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