

# *GTU INNOVATION COUNCIL*

[www.gtuinnovationcouncil.ac.in](http://www.gtuinnovationcouncil.ac.in)

## **Crowd Funding Initiator (CFI) 100 at GTU Innovation Council**

**Interested teams can apply**

### **What is CFI 100 :**

Crowd-Funding is a method, which was used successfully by some of the young entrepreneurs, at GTU, to get pre-seed funding for their projects last year. These young entrepreneurs had prepared their material, including a video, for getting pre-seed funds through Crowd-Funding, at two boot-camps –CFI 1 and CFI 2- organized by GTU's Student Start-up Support System (S4) with the support of Start51

This year, CFI 100, a summer boot camp will be organized at Gujarat Technological University to train 100 potential entrepreneurs and innovators. This is an endeavor towards creating pre-seed support for early stage innovations. Such innovations will contribute towards the "Make in India" campaign of our nation.

**Why CFI 100 :** Ninety five percent of the young students who are studying in the state technological universities have a very little access to funds to support their ideas at the prototyping stage.

More than 90% of good ideas and prototypes of the students die a premature death despite having a huge potential. Most of them also suffer from incomplete skills for market research, communications and presentation. CFIs prepare the students to use Crowd-Funding platforms for getting pre-seed funding as well as for using Crowd-Funding as a tool for market research.

More than fourteen thousand teams are doing their final year projects in the academic year 2014-15 at the undergraduate engineering program of Gujarat Technological University (GTU). We have noticed that many of the teams are aspiring to build their final year projects into products, but hardly a few of them has access to grants, Angel support or other such funding mechanisms. In such a scenario there is a possibility that most of these projects will remain on the shelf at prototype stage without getting traction from their users.

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.

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**How to make it happen** : Each 10 day module will include focused sessions with industry experts, case studies, mentor sessions and hands-on-exercise on different aspects of crowd-funding with selected finalists:

- Introduction to Crowdfunding
- Concept Defining Canvas: Ideation Strategy
- Reward Podium Canvas: Incentive Strategy
- Social Media Canvas: Outreach Strategy
- Pitch and Video Canvas: Communication Strategy
- Tips, Do's and Don'ts

At the end of the programme, all the selected finalists will go live on a dedicated crowd-funding platforms and not only learn how to get funded but "do-it themselves". Also a mega public launch of crowd-funding projects in Gujarat will be attempted.

**The Bootcamp may also include help from:**

1. Dedicated facilitators
2. Experts from Industry
3. Communications Trainers.
4. Scriptwriting professionals
5. Social Media Trainers
6. Filmmakers

**What to refer before participating:** Potential participants may refer the below tool kit before participating in the CFI 100 program in the summer.

[http://gtu.ac.in/circulars/15May/19052015\\_13.pdf](http://gtu.ac.in/circulars/15May/19052015_13.pdf)

**When:** CFI 100, will consist of 4 workshops of 10 days each during the summer of 2015 for screened and selected participants.

1<sup>st</sup> June to 10<sup>th</sup> June

15<sup>th</sup> June to 24<sup>th</sup> June

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29<sup>th</sup> June to 8<sup>th</sup> July

13<sup>th</sup> July to 22<sup>nd</sup> July

Each team intending to participate in CFI 100 will have to fill a google-form before 30th May 2015. The Form is available at

[https://docs.google.com/forms/d/1bG-lz2X0rznyHjMXOYP6o7NRlmfAojEOGNuFHZD4J\\_4/viewform?c=0&w=1](https://docs.google.com/forms/d/1bG-lz2X0rznyHjMXOYP6o7NRlmfAojEOGNuFHZD4J_4/viewform?c=0&w=1)

You will be informed by the evening of 31<sup>st</sup> May about your selection.

## **Notes:**

- For any suggestion you may write to [gic@gtu.edu.in](mailto:gic@gtu.edu.in)

Or to Mr. Hiranmay Mahanta, Honorary Director, GTU Innovation Council ,  
[mahanta.hiranmay@gmail.com](mailto:mahanta.hiranmay@gmail.com)

- For any query, please write to

Mr. Ateet Bajaj , Chief Mentor CFI 100 , [info@crowdfundinginitiator.com](mailto:info@crowdfundinginitiator.com)