



Student Start-up Support System (S4)

Boot camp for innovation in mobile application

Date: 30th & 31st August 2014

Time: 10:00 am to 5:30 pm

Venue: 126, GTU Student Startup Support System Co-Creation Center (S4-C3), ACPC Building, LDCE Complex, Ahmedabad-15.

Background info: http://www.gtu.ac.in/circulars/14Aug/16082014_01.pdf

Day-1 (30th August 2014)

To support mobile application development and help mobile startups leap from prototypes to profitable enterprises this 2 day Endeavour was arranged. The Student Startup Support System (S4) at GTU Innovation Council (GIC) organized a two-day boot camp pioneering initiative in “**Boot camp for innovation in mobile application**”.

The **Boot-camp** took place on the 30th and 31st of August at the Student Startup Support System Co-Creation Center. (S4-C3) convened multiple students and mobile application developers to magnify opportunities in mobile innovation and encourage goal-oriented teamwork for mobile development and entrepreneurship.

The boot camp saw around 130 students and other developers divided into 14 teams. The event was divided into two phases –Ideation Process and Selection Process. Day one of the boot camp started with Mr. Hiranmay Mahanta, MD Techpedia addressing the students and explaining them the importance of mobile technology and the pace at which mobile phones spread globally. He provoked students to “transform India from a country of discrete billion people to a country of billion connected minds.” Through these innovations. He wished students to develop more such innovations which can be used in public system to create better access equality and create more value. He stressed on the argument of Dr Sam Pitroda is that “Technology is next to death which equalizes people”. Mobility can certainly give more access to common public in general in whole country.

The event introduced teams to the process of creating, managing and marketing mobile apps in a competitive design, training and pitching exercise.

The session started under the mentoring of Mr. Yash Saxena, Founder of Open Fuel; with a general discussion about mobile innovations. It was followed by preparing an Ideation canvas to help students fetch ideas. The key challenges within the mobile development community were also identified and considered in the process.

The ideation canvas helped students understand various possible solutions to current problems that can be solved through mobile phones. After getting various ideas on what to work on, the students under the guidance of Mr. Yash Saxena generated an on-paper Business model Canvas along with a SWOT (Strength, Weakness, Opportunities and Threats) analysis.



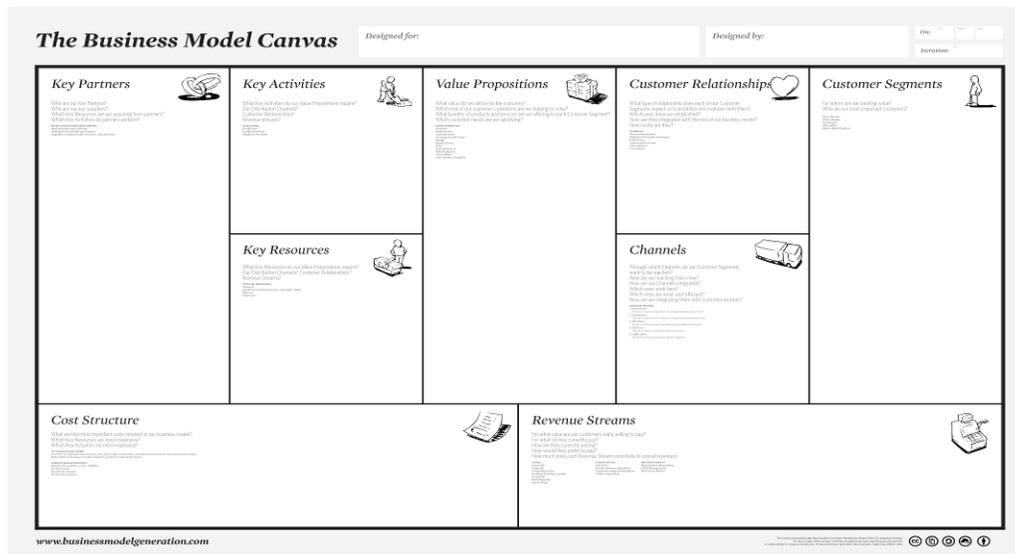
Participants during the session.

Without creativity, there would be no progress, and we would be forever repeating the same patterns."

– Edward de Bono

The students were asked to be as creative as they can throughout the process. Business Model Canvas was prepared, keeping various technicalities in mind like customer segment, customer relations, cost, activities, etc.

The canvas is one of the most popular design thinking based tool that startups use to sketch out their ideas in order to get a complete overview of the whole business. The canvas can be used to identify potential threats and see new opportunities. It helped students to get a better understanding of the entire value chain of one's business.



Picture: Business Model Canvas (BMC)

The day ended with each team choosing a topic of their choice for developing a mock application, for the second and next day of the boot camp.

Day-2 (31st August 2014)

The next day of the boot camp emphasized on developing mock application on the selected ideas. The session was mentored by Mr. Mitesh Shethwala, (founder, YOUDEDICATED).



Picture: Team presenting their Ideation & BMC Canvases.

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Mr. Mitesh explained the importance of developing mock ups before the actual app development. This gave students a better understanding of the flow, independent design development ideas and a better understanding of UX. He also explained the importance of hand designing and about various wireless tools and the effects of good presentation in application development. Several examples of wireframe tools were provided like gomockingbird.com, mocups.com, ninjamock.com, etc.

The students in several teams developed mock application under the guidance of Mr. Tirth Mulani (Android App Developer, YouDedicated) on the www.invisionapp.com platform. Various ideas were developed like Ahmedabad complaint solving system, Understanding corporate social responsibilities, Applications for common man (created for common man using the government data), Parental (for child safety and tracking device), etc. The applications were judged on the basis of usability, cost efficiency, and other key factors by the selection panel consisting of Mr. Mitesh Shethwala, Mr. Kaushik Akiwatkar (Startup Evangelist) and Mr. Adhish Patel (Innovation Evangelist).

Dr. Akshai Aggarwal, Honorable Vice-Chancellor, GTU was the chief guest for the event. He appreciated the student efforts and the GIC team for organizing the event. He also had a one-on-one conversational session with the students, and further asked students for suggestions regarding syllabus and activities conducted over year around. The winners of the event, team “Evernote Corporation” who worked on application for Traffic Police help and “Fifty three Inc.” who worked for developing apps for pet solution, were awarded Certificates and goodies by the VC, Dr. Aggarwal. The teams will be further encouraged to convert their prototypes into actual applications. The event ended at 6:30 PM, helping students find innovative ideas and solutions for mobile space technology.



Winning team getting appreciated by the guest of honor Dr. Akshai Aggarwal.

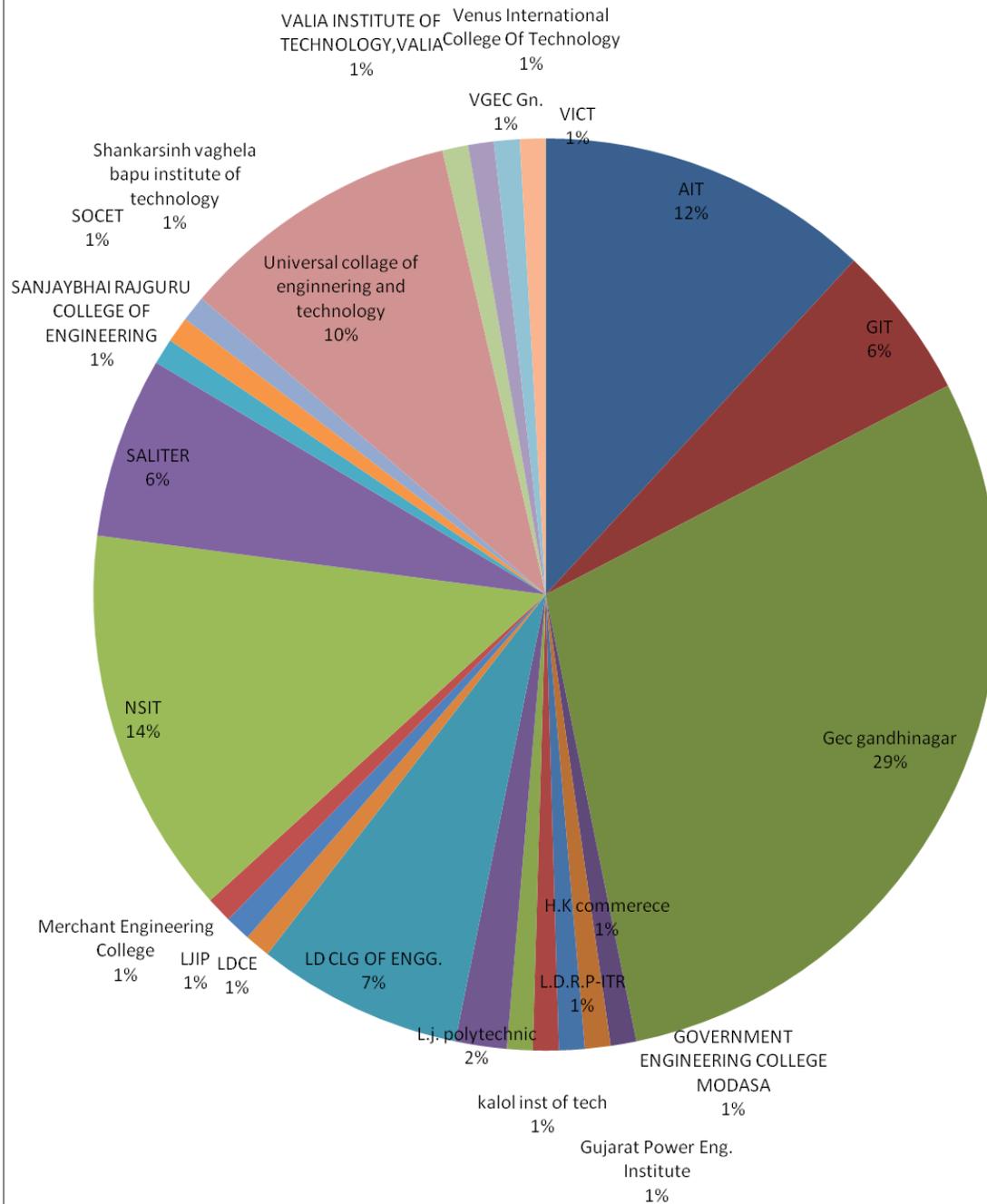


Winning team with the guest of honor Dr. Akshai Aggarwal

Gujarat Technological University, (<http://www.gtu.ac.in/>)

Contact: gtu_innovation_council@gtu.edu.in, gic@gtu.edu.in | Tel: +91-79-2630 0699;

Participating Students from GTU Affiliated Institutes for Innovation in Mobile Bootcamp



Feedback from the participants

“These types of workshops should be done on regular basis so that the student can develop their skills in their field of interest. I am from EC but I love working with software, this workshop helped us think in new way. Thank you GIC!”

– Jeet Soni (3rd semester EC, LJP)

“This type of workshop helps in building only basic mobile application. GIC should focus on arranging the workshop on developing the Android application. Thank you for inviting me!”

– Deep Bhalavat (Graduate from GEC-Patan)

Photography by:

Harsh Patni (GIC Fellow, NSIT)

Public Relation and Event Management:

Malay Shukla (GIC Fellow, SALITER)

Dilip Thakor (GIC Fellow, SALITER)

Payal Rajpurohit (GIC Fellow, SALITER)

Yash Joglekar (GTU Innovation Council)

Promotional Graphics by:

Prem Shah (GIC Fellow, NSIT)

Report compiled by:

Roshni R. Nair (LJP, GIC fellow)

Jugal Patel (NSIT, GIC fellow)

Meet Soni (NSIT, GIC fellow)

Yash Shah (GIC Fellow, NSIT)

Report Edited by:

Kalp Bhatt (GTU Innovation Council)

Kaushik Akiwatkar (GTU Innovation Council)