



*GTU INNOVATION COUNCIL*

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Student Startup Support System (S4)

## **S4 workshop on building startups in mobility and internet space**

**Date:** 23<sup>rd</sup> February 2014

**Time:** 9:30 a.m. to 5:30 p.m.

**Venue:** S4 co creation space, GTU's Ahmedabad Campus (2nd floor, ACPC Building, LDCE campus)

**Who can apply:** Engineering students of EC, CE and IT branches, MBA students aspiring to set up start ups driven by technology and other GTU students working on developing apps or products, based on mobile technologies; preferably no more than 2 teams (heterogeneous blend of coders and others) per college

**About the Workshop:** S4 has been working to nurture student startups in action research mode and S4 has succeeded in sensitizing the whole of the GTU community about entrepreneurship. S4 has driven through various entrepreneurial processes from ideation workshops, idea fuel workshop where participants got extremely delighted after working in the loop of design thinking and leading up to venture design.

At this workshop, the students will be able to work with mentors and experts in executing the process. This workshop will be the foundation for an upcoming daylong boot camp in March/ April 2014 at same venue. Each team will get around 3 weeks to build upon the prototype generated during the workshop on 23<sup>rd</sup> Feb. During this 3 weeks gap each team may be able to get offline mentoring and other handholding support from the mentors at this workshop.

Structure: 1<sup>st</sup> phase: business model canvas design, ideation, mentoring, pitching and making mock apps or IT modules → to let the participant analyze existing startups in the space, analyze them and build new ideas till prototype level. In the 3 weeks gap the team will do market research, development and other required things. During the boot camp, which will again be a daylong event at the same venue comprising the same league of students, we hope that each team may be able to reach up to the final launching of their minimum viable product (MVP) to users.

**REGISTRATION:** Every interested student has to submit his/ her names in the given link:

[https://docs.google.com/forms/d/1NjNjV80Pkrxcs9I-oG1GDX1g\\_9KYIPNot9HEufMiweE/viewform](https://docs.google.com/forms/d/1NjNjV80Pkrxcs9I-oG1GDX1g_9KYIPNot9HEufMiweE/viewform)

A confirmation mail and call will be given to participants before the event. Before coming to this event the teams need to do the study of the given list of startups related to this field as a

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part of learning process to derive new ideas. List of startups are given in the Appendix-1 in this note.

For any query kindly mail at : [s4@gtu.edu.in](mailto:s4@gtu.edu.in) , [gic\\_po1@gtu.edu.in](mailto:gic_po1@gtu.edu.in)

Contact GIC fellow: Divyang Chavhan Mob. No- 9558870040

Nehal Pipaliya, Mob. No- 9624159486

Share your inputs with

Mr. Hiranmay Mahanta, +91-9909959336, [Mahanta.hiranmay@gmail.com](mailto:Mahanta.hiranmay@gmail.com)

### **Event format:**

9.30 a.m.: registration and breakfast

10.00 a.m. to 11.00 a.m.: brief discussion on various startups, which were given as literature study

11.00 a.m. - 12.00 p.m., team building and ideation process

12.00 p.m. - 1.00 p.m., team wise mentoring while ideation may keep going covering various aspects like feasibility study, market insights, survey etc.

1.00 p.m. to 1.45 p.m.: lunch break

1.45 p.m. to 2.15 p.m.: explaining various tools for building mock app and other mock prototypes related to the ideas on web or mobile

2.15 p.m. 3.30 P.M., creating Mock Apps / IT tools involving user interaction, both inter and intra team, Making PPT material ready

3.45 P.M to 4.45 P.M PPT of mock up apps, focus on new idea, novelty etc

Participation certificates distribution and networking: 4.45 p.m. to 5.30 (awards will be given on 2nd phase after 21 days when they will be back in March 2014 after off line app/IT platform development)

From 24<sup>th</sup> Feb onwards each team will build upon its idea off-line while in touch with GIC, S4 and mentors.

In March 2014 the same team of students will be invited for a daylong boot camp again.

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### Appendix-1

Reference starts ups to study before joining to the workshop. Each participant may go through as many of these platforms to get detailed insights on existing start ups in the sector globally.

#### Education Startups

1. [Treehouse](#) - A better way to learn technology.
2. [Lore](#) - Reinventing classrooms for the Internet age.
3. [Udemy](#) - The world's largest destination for online courses.
4. [Memrise](#) - Uses images and science to make learning easy and fun.
5. [Minerva Project](#) - A top-tier university for the 21st Century.
6. [Boundless](#) - Free digital textbooks with built-in study tools.
7. [Skillshare](#) - Learn real-world skills from incredible teachers.
8. [BenchPrep](#) - Unlimited access to hundreds of courses on all your devices.
9. [Class Dojo](#) - Behavior management software for teachers.
10. [Clever](#) - Online learning platform used by more than 3,000 schools.

#### Food Startups

1. [Plated](#) - Chef-designed meals you order online and cook at home.
2. [Yummly](#) - Search every recipe in the world.
3. [Munchery](#) - Home-delivered meals from local chefs.
4. [Locu](#) - Manage and design your menu in one place. Publish to many places.
5. [Foodem](#) - Connecting food sellers with food buyers.
6. [Food Genius](#) - Big Data for the food industry.
7. [Love With Food](#) - Sample the best gourmet food, delivered to your door.

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8. [Momentum Machines](#) - Gourmet hamburger robots.
9. [Caviar](#) - Get delivery from your favorite San Francisco restaurants. Real time GPS tracking!
10. [Wholeshare](#) - Save money on good food by buying as a group.

### Health Care Startups

1. [CakeHealth](#) - Track and optimize your health care for free.
2. [OpenCare](#) - Find health providers and book appointments online.
3. [Counsyl](#) - Prevent genetic disease before pregnancy with a DNA test.
4. [Scanadu](#) - Bringing you the medical tricorder. Check your health as easily as your email.
5. [ShopWell](#) - Your personal nutrition expert.
6. [Ringadoc](#) - A better answering service for a fraction of the price.
7. [GymPact](#) - Never miss another workout.
8. [CareDox](#) - Making health information easily accessible and securely portable.
9. [Meddik](#) - Get answers from people who have been there.
10. [drchrono](#) - Electronic health records built for the iPad.

### News Startups

1. [Umano](#) - Interesting news read to you by real people.
2. [Circa](#) - News without the fluff, filler or commentary.
3. [Guide](#) - Turns the web's news into TV.
4. [Blottr](#) - Wikipedia for news.
5. [Newsle](#) - Track your friends in the news.
6. [Bloglovin'](#) - Follow your favorite blogs and discover new ones.

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7. [Demotix](#) - The network for freelance photojournalists.
8. [Watchup](#) - Your daily newscast.
9. [Unfold](#) - Your guide to all sides on every issue.
10. [Communittee](#) - The latest news from your friends and followers.

### Miscellaneous

1. [Thumb](#) - A mobile social network that helps people get instant opinions.
2. [Lift](#) - A simple way to achieve any goal and track your progress.
3. [Clarity](#) - Online consulting. Find, schedule and pay for expert advice.
4. [Gumroad](#) - Enables creators to sell directly to their audience.
5. [DuckDuckGo](#) - A search engine with lots of extra goodies.
6. [CustomMade](#) - Connect with expert makers who can bring your ideas to life.
7. [Science Exchange](#) - The scientific services marketplace.
8. [StoreEnvy](#) - Shop the world's most creative businesses.
9. [Spindle](#) - Discover and share what's happening around you.
10. [Wanderfly](#) - Visual travel discovery.

### Consumer Electronics Startups

1. [Leap Motion](#) - Next-gen motion control.
2. [Dropcam](#) - A high-definition Wi-Fi video camera with remote viewing and two-way sound.
3. [Space Monkey](#) - Moves cloud storage into your home.
4. [Boosted Boards](#) - The world's lightest electric vehicle.
5. [Interaxon](#) - Control games and more with your thoughts.

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6. [Memoto](#) - A life-logging camera that lets anyone have a photographic memory.
7. [Ouya](#) - A \$99 Android-based game console that's just plain tiny.
8. [Scout](#) - Hassle-free home security that is sleek, secure and smart.
9. [Double Robotics](#) - Be somewhere else in the world without flying there.
10. [Tindie](#) - Etsy for electronics. The marketplace for makers.

### Data Startups

1. [Kaggle](#) - Connect with a data scientist and find the answers in your data.
2. [Chartio](#) - Your data's interface.
3. [Chartbeat](#) - Real-time data for front-line website handlers.
4. [Mocavo](#) - A genealogy search engine.
5. [Freshplum](#) - Brings the power of data science to businesses that sell electronically.
6. [Origami Logic](#) - Visual Big Data analytics for marketers.
7. [Fliptop](#) - A customer intelligence platform for marketers.
8. [Umbel](#) - Increases the value of your audience by measuring billions of audience traits.
9. [Sift Science](#) - Monitors site traffic in real time and alerts you instantly to fraudulent activity.
10. [Swipp](#) - Social intelligence platform generating real-time sentiment data.

### Design Startups

1. [Creative Market](#) - Marketplace for handcrafted, mouse-made creative assets.

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2. [Mural.ly](#) - Google Docs for creative people.
3. [Strikingly](#) - Gorgeous, mobile-optimized sites in minutes.
4. [Codiga](#) - Build a real mobile website or app with no coding required. Fast.
5. [Scoutzie](#) - An exclusive network of the best mobile designers.
6. [Divshot](#) - Drag-and-drop interface builder for Web apps.
7. [Smore](#) - Design beautiful online flyers and publish instantly.
8. [Forrst](#) - Where designers and developers improve their craft based on feedback.
9. [BrandCrowd](#) - Buying and selling logos made easy.
10. [Markupwand](#) - Photoshop to HTML in minutes.