

Student Startup Support System (S4)

REPORT:

S4 Workshop on START-UP ANALYSIS to build the capacity of S4 fellows

14th March-2014

Venue- S4 Co-Creation Center, GTU Ahmedabad Campus , 2nd floor ACPC building, LDCE Campus

The event was organized to make the students learn how to analyze the market before going for the startup on their idea and select the area based on the minimum competition zone. The participants were from different colleges around Ahmedabad.

The host of the event was **Mr. Yash Saxena** founder of the OPEN FUEL. After an introduction, he initiated the event by dividing the enthusiastic group of students in groups of 3-4 independently and voluntarily. After the groups were formed they were asked to select their sector of interest for the startups. The action began soon after the topics were decided. Each group was ordered to search for 10 startups based on their sector selected, on the website given as TECHCRUNCH.COM.

Participants engaged themselves in the given task to find best 10 startups for their group which was a cakewalk due to the guidance from the mentor. Moving on each of the group cross checked their ideas on CRUNCHBASE.COM as informed by the mentor. Not all but few of their ideas were listed on the later website.

Having done the same they gained the grip as to how to find the tags from their working sector and to select the best tag having minimum competitors in the market. Thus they were informed to work on such tags and develop startups from them so as to survive with their startups with minimal efforts.

A wider demonstration was given by asking the participants to voluntarily present their path of search on projector screen and by showcasing a good presentation on their startups. Finally the session concluded with a good helping hand assurance from the GIC team and Mr.Yash Saxena and the students were requested to start similar workshops in their respective colleges as a part of the S4 so that students can learn about the processes of starting technological enterprises.

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Mr. Hiranmay Mahanta, MD Techedia shared that all GIC and S4 fellows will be trained in all the areas covering the value chain of start ups. He shared that one exclusive program called SLP (Start-up Leadership Program) may be launched to train all S4 fellows. Thereafter the S4 fellows will share the ideas with other students across the state at S4 Extension Centers.

Programs like this will ensure that every student gets an exposure and understands the ideation process before working on his/her idea. Once the ideas mature and teams start working they will be trained about various processes and strategies like BMC (business model canvas and others).

This is a part of increasing the innovation index of the projects by students.

Report by : Sagar Saraiya , S4 fellow

Photo courtesy : Team S4 fellows



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Modules proposed by Mentors lead by Mr. Yash Saxena under SLP program :

Session : 1 Ideation Workshop, Brainstorming

Session : 2 Startup Team, Co-founder Search

Session : 3 Product Design

Session : 4 Lean Startup & Bootstrapping

Business Modelling+ Customer fundamentals

Session : 5 Business Model Canvas Workshop, Business Plan & Business Models

Session : 6 Startup Pivoting

Session : 7 Startup Marketing - I

Session : 8 Customer Validation

Pitches & B-Plan

Session : 9 Elevator Pitches

Session : 10 Bplan Presentations

Session : 11 Business Plan with Startups

Session : 12 Business Plan with funding agencies

Community Inputs + Customer

Session : 13 Mentorship

Session : 14 Networking

Session : 15 Startup Marketing - II

Session : 16 Alpha, Beta, Gamma customer

Startup Funding

Session : 17 Financing Startups, Termsheets

Session : 18 Venture Capital

Session : 19 Angel Funding

Session : 20 Debt Financing

- *Courtesy: Mr. Yash Saxena , Openfuel*