



GTU  
INNOVATION  
COUNCIL

# Report on Startup Clinic Level zero Screening of Startups

27<sup>th</sup> February 2019

Block 6, Ahmedabad

## GTU Innovation Council at Glance:

**GTU Innovation Council (GIC)** has been designed to establish close bonding between industries, entrepreneurs, faculty members and students to make research and development at the University, relevant to the needs of industries at national and international levels. It helps to create a culture of design, new and products augmentation and processes in the arena of industries. GTU Innovation Council as an innovation campaign has started strategic steps to establish a close and continuing inter-action for the students in all the undergraduate and postgraduate courses. GTU Innovation Council is one of the elite organizations of the nation for cultivating multilayer innovation ecosystem. Through the efforts for creating culture of innovation and entrepreneurship in 7 years, an aura of developing the ecosystem across the state was conceptualized. The pilot projects and efforts have ideated many policies which have helped to change and shape up innovation and entrepreneurial mind-set of students. Pioneering more than 12 initiatives in 8 sectors of the council.

## Startup Policies

1. Nodal Institute Startup Gujarat
2. Student Startup and Innovation policy ( SSIP )

## About the Session:

**GTU Innovation Council** is one of the elite organization for fostering Entrepreneurship and Innovation under the aegis of Gujarat Technological University.

GTU Innovation Council has organized Startup Clinic on 19 July 2018 at GIC block 6, LDCE, Ahmedabad. In this session 40 Startups founders and Innovators gathered to get insights of Startup Gujarat Nodal Institute scheme. The purpose of startup clinic program was to create awareness of Entrepreneurship and Innovation among Startup founders and Innovators. GTU is one of the nodal institute were Grants of up to Rs. 10 Lac is allotted to innovators for finalizing the prototype. On the second stage grants upto Rs 10 Lac is given for marketing of the products.

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In this Session GIC invited applicants from Startup Gujarat Nodal Institute Policy for level zero screening and introduction session. The participants for startup clinic program were from 18 to 45 agegroup. In this, program startups applicants from Rajkot, Baroda, Surat and Ahmedabad were present to showcase their Innovative product idea

Startup Clinic is one of the foremost event of the GTU Innovation Council where Ideation and early stages start-ups are invited to get familiar with startup terminologies and the Startup Gujarat Nodal Institute policy. Startup clinic is designed for future entrepreneurs to get insights of the start-up ecosystem. The main objective of this session is to introduce the basic requirements for starting up new venture.

In this startup clinic, the focused sessions which get covered are as follows:

1. Hands on Business Model Canvas
2. Pitching Strategies
3. Level Zero Start-up Screening

In this Session GIC invited applicants from Startup Gujarat Nodal Institute Policy for level zero screening and introduction session.

**Total number of applicants participated: 25**

## Flow of the event

1	Registration	10.30 A.M. to 11.00 A.M.
2	Hands on Business Model Canvas	11.00 A.M. to 12.00 A.M.
3	Pitching Strategies	12.00 P.M. to 01.00 P.M.
4	Lunch Break	01.00 P.M to 01.30 P.M.
5	One on One Startup Screening	01.30 P.M. to 05.30 P.M.

## Nodal Institute scheme:

More than 60% of Gujarat Population is in the age group of 15-59. A young population means a young workforce, which, in turn, implies a more innovative and entrepreneurial mind set. The Government is focused strongly not just on the employability but also on initiating the Startups Incubators/ Centers for developing entrepreneurial skills in the youth. Startups in an economy's technology sectors are an important indicator of technological performance for several reasons: first, the formation of new firms that focus on the development and introduction of new technology is a major source of innovation and technological advance.

**Up to Rs. 10.00 Lakhs** assistance will be provided for Cost of Raw Material/Components & other related equipment required for the innovative process for the new product development based on approval of the Screening Committee.

**Marketing/publicity assistance of up to Rs. 10.00 lakhs** will be provided for the introduction of innovated product in the market. Project of Innovated Product will be assisted in getting Venture Capital.

## Hands on Business Model Canvas ( BMC)

GTU Innovation Council is part of academic institute under the aegis of Gujarat Technological University where Knowledge and is the core objective of organisation. Business Model is the primary requirement of any new innovative startup. Every venture should have proper business plan before starting their operations.

GIC has taken Initiative to conduct small session on Business Model Canvas so that startup applicants can have exposure to prepare formal business plan. Mr Tushar Panchal Assistant Professor GTU initiated the session with introduction about GTU Innovation Council and its efforts in building entrepreneurial ecosystem across Gujarat.

GIC invited Mr. Mitesh Bhuva founder TIENET to interact with applicant over business model and pitching. Mr. Mitesh is experienced serial entrepreneur from Ahmedabad who has Co-founded 3 Startups and has overall insights on startup ecosystem.

Mr. Mitesh started his interaction with some of the challenges faced by entrepreneurs and startups in early days. He discussed about importance of Business model for new venture. Moving forward he explains about the key elements of BMC and how startup should represent their Business plan over Canvas.

## Pitching Strategies:

All the Startup applicants who were present for level zero screening to avail financial assistance are initially briefed about the Startup pitching.

Mr. Mitesh explains about the fundamentals of Pitch deck for early stage Startup to raise funds. Some of the key points he covered are as follows:

1. Team
2. Problem / opportunity
3. Value Proposition
4. Go to market Plan
5. USP of product
6. Competitive analysis
7. Financial Projections

He also briefed about the techniques for creating effective pitch deck and how to present in front of investors. Further in the session he discussed about his learnings from previous startup. Mr. Bhuva mentioned about his challenges on raising fund and pitching to early investors.

## Level Zero Screening:

After the Brief introduction about the program one to one screening and mentoring Session begin. GTU Innovation Council conducted level ZERO screening for Startup applicants of Nodal Institute under the aegis of Startup Gujarat policy for providing financial assistance to innovative ideas. Four panelist were present for the screening of the new startup ideas. The Judging Panelist were from IT, Management, and Entrepreneurship background to evaluate the feasibility of Innovative Startups. **15 teams** Pitched their startup idea in the form of presentation in front of all the panelist. The shortlisted startups will be called final round of the screening.

The judging criteria was based on *i) Clarity of Business idea ii) Team expertise in Market iii) Product is achievable or not iv) competition v) USP* . Based on following comparative measures

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final evaluation was done and after discussion with committee Startups gets shortlisted for next round.

## Pictures



**Mr. Tushar Panchal Briefing about Policy**



**Teams at Startup clinic**



**Mr. Mitesh Bhuvu**



**Teams pitching for Grants**

## For more details:

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<http://gtuinnovationcouncil.ac.in/>

<http://startupgujarat.in/institutes.htm>

**Report Prepared by: GIC Team**