



CROWDFUNDING INITIATOR

INDIA'S FIRST RESIDENTIAL BOOT CAMP

16TH JUNE- 11TH JULY

Progress report of **4th Week (part 2)**

organized by
Student Start-up Support System (S4) jointly with Start 51

GTU Innovation Council

Gujarat Technological University (GTU)



INDIA'S FIRST RESIDENTIAL BOOTCAMP

16th June - 11th July

Week 1

- 1 Panel Discussion + Introduction to projects and building crowd-funding vision for them.
- 2 Identify Stakeholder, what stakeholder want and how to achieve
- 3 Build Empathy Map, Journey Map, Mind Map and other design strategy
- 4 Build Workflow Model and Future Team Building after fixing early plans
- 5 Current available solutions (comparison of your product with it and benchmarking).
- 6-7 PPT, Industry Mentor and stakeholder validation, Prototype finalization

IDEATION

Week 2

- 1 PPT presentation. User experience to types of users and introduction to incentive frame work.
- 2 Strategic sourcing\manufacturing strategy
- 3 Costing and Legal aspects and ways to build it better
- 4 Design Prototype of Rewards making strategy (on paper).
- 5 Real world development of incentives (prototype – physical + graphic model).
- 6-7 Prototype\Incentive validation online without price.

INCENTIVE MODEL

Week 3

- 1 Logo and branding (what does your logo signify)
- 2 Story telling and Graphic representation of story.
- 3 Description write-up and Scripting.
- 4 Video Making and Editing and Video Presentation
- 5 Revision of Video.
- 6-7 Show pitch video to 20 people and mentors, 15+ Positive Feedback and key insights from it, note all user feedback and analysis of the process to better build the value proposition.

PITCH PRESENTATION

Week 4

- 1 Project live and Social Media Marketing strategy inculcation
- 2 Offline marketing and fund drop box at GTU & college presentation.
- 3 PR and Media (theoretical and practical aspects)
- 4 10 personal meeting with industry relevant persons for feedback and final touch
- 5 Selection of Winner (on basis of Number of supporters of idea , Number of Visitors, Total Amount and Target achieved (percentage of goal targeted) before 12pm In mock try) Closing ceremony with live media, prize distribution by VC, GTU and other experts including investors, mentors etc.

FUNDING

For more info, visit www.crowdfundinginitiator.com

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WEEK 4

Day 23

Morning Sessions: By Mr. Kumar Manish (Co-Founder, Centre for Green Mobility)

All the team members undergone activity in which they were made to express their thoughts on a long paper sheet. This focused on their reviews about the Event and whatever they had experienced. Everyone enjoyed expressing what they felt and also picking on other teams! This indeed brought some relaxation to the stress and all the hard work they did in previous three weeks.

Afternoon Sessions: By Mr. Kumar Manish (Co-Founder, Centre for Green Mobility)

The Activity continued and the next task was to express one's passion to each and every team and its members. Mr. Manish brought out the art of expressing and listening in each member. This brought closeness between the members of different teams also. All the members were made to express their views and interact with strangers.

The main aim of this activity was to make each member of each team able to explain their product and idea to all people and answer their doubts and questions accordingly and properly. This thing was certainly necessary for crowd funding.

All the members were then re-energized for the important tasks to come in the next few days.

Two more projects were made live for crowd funding on this day.

A task was given to collect contribution from at least 2 persons for each team.



Day 24

Morning Session: By Mr. Ritesh Ambastha

The Session focused on online marketing about the product and company. All teams were taught the importance of “Blogging”. Blogging is the basic media to reach many people and it can be done for free! The different platforms for blogging like Tumblr, Word Press, and Google Blogger were explained and everyone was taught how to create the blogs. They were taught what aspects to be covered like surprises, feedback, knowledge sharing and public reach out on blogging.

Mr. Ritesh explained about the importance of web site, facebook page, linkedin profile and twitter for public reach out. These are very much necessary for online marketing of the product in order to do crowd funding.

Afternoon Sessions: By Mr. Ritesh Ambastha

The Session was continuation of previous session and deep analysis on online marketing. Then each team was given a task to write articles for their product and do online marketing.

Marketing is very necessary to bring any product to public. Online marketing is an essential tool in this generation and a lot of people can be reached by merely sitting at home. This was really an important day!

Day 25

Morning Sessions:

Each team was ready with its own blog in the beginning of the day. The Mentors analyzed the blogs of each team and discussed what effects it might bring to the readers. The teams understood each aspect as they themselves underwent the process of blogging. Their blogs were then edited to be in a proper systematic manner. The cover pages, the data style, the resources used, all were corrected in an effective manner.

Afternoon Session:

After blogging, it was time for social media like facebook and twitter. The profile pictures, captions on them, cover pictures, data entered and all the other aspects were analyzed for each team. The online marketing was neatly explained and some graphic improvement tools were also taught. All the teams were suggested ways to keep their pages on hit, like changing cover images every week, adding new data every day, changing graphics and all the other useful stuff.

At the end of the day, the online marketing was nearly mastered by each team!





Mr. Ateet Bajaj founder start-51 and Mr. Kumar Manish Mentor CFI interacting with students during CFI final week at S4 (Student Start-up Support System)



Teams who are ready for crowd funding are giving their final touch before taking their projects through crowd funding platforms.

GTU INNOVATION COUNCIL

www.gtuinnovationcouncil.ac.in

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For more detail about CFI kindly refer:

http://www.gtu.ac.in/circulars/14Jun/03062014_02.pdf

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