



GUJARAT TECHNOLOGICAL UNIVERSITY

Mobile & Wireless Technologies Club (MWTC)

Report On 1st start-up Saturday program at S4 (Student Start-up support system)

RoundTable on “Monetizing Mobile Apps”

on

Saturday, 14th June, 2014

organized by



Student Start-up Support System (S4)

at

S4 Co-Creation Center (S4-C3)
Gujarat Technological University
2nd Floor, ACPC Bldg., LDCE Complex
Navrangpura,
Ahmedabad-380015



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S4 in association with Start-up Saturday community arranged 1st start-up Saturday program on “Monetizing Mobile Apps” on 14th June, 2014 (5.45 to 8.45 P.M) at S4 Co-Creation Centre (S4-C3), GTU’s Ahmedabad Campus, 2nd Floor, ACPC Bldg., LDCE Complex, Navrangpura, Ahmedabad

The RoundTable comprised of senior Web designer, Android developer, IT consultant as well as Academicians and students from across the states. The speakers from corporate included Utpal Betai, Project Manager at Letsnurture, Mahendra A. Sharma Co-Founder & CTO, NicheTech , Paresh mayani , Manager, GDG Ahmedabad.

The session started with introductory note about GIC and S4 from Honorary director of GTU Innovation Council , Mr. Hiranmay Mahanta followed by Mr Tejas Mehta of Headstart Network, Startup Saturday.

Mr. Utpal Betai, Interacted with participants on Latest Trends in Monetization of Mobile Apps. In his presentation he discussed topics include Mobile app revenue growth, Apps as a Service, Additional in-app items or functions, monetization strategies and App Marketing.

Mahendra Sharma from NicheTech discussed the market scenario about Mobile Operating Systems since last few years. He explained how android is capturing the major market share. He discussed about opportunities created for the students in Computers and IT. He explained the way to make a successful app, to check app performance and how can developer earn from the app.

Mr. Paresh Mayani From Google Developer Group gave the brief detail about Google Analytics and Revenue generation model for Android Developer. He explained the way to increase App performance on Android Platform and Analysis of Performance of Mobile App.

This roundtable session on the latest start-up trends was very insightful as shared by all the participants and expected more such sessions to follow on in coming days. Industry mentors who had participated having vast exposure in creating market from mobile based start-ups anticipated that 15,000 plus IT, CS students across GTU will have to play crucial role and take some challenging and potential challenges as part of their academic projects. Soon after the projects get submitted to university after final year they can be mentored by the mentors to take the mobile based innovations to start-up level.



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