



CROWDFUNDING INITIATOR

INDIA'S FIRST RESIDENTIAL BOOT CAMP

16TH JUNE- 11TH JULY

Progress report of 4th Week (part 1) Crowd funding pitch day

organized by
Student Start-up Support System (S4) jointly with Start 51
GTU Innovation Council
Gujarat Technological University (GTU), Ahmedabad



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

info@crowdfundinginitiator.com

[CrowdfundingInitiator](#)

[CFinitiator](#)

Week four

DAY 22, Crowd Funding Initiator (CFI)

Crowd funding Initiator Pitch Day at GTU Chandlheda

It was the first day of 4th week and it was the grand launch of some of the projects on crowd funding platform. Dr. Akshai Aggarwal, Hon'ble Vice Chancellor of GTU, was present for the grand launch of 1st of its kind event in India.

Two industry association leaders from the city were also present there to evaluate the product and discuss its aspects to be shown at industrial level. All the teams were ready to explain their products in front of the dignitaries.

The teams showed their videos turn by turn and went through the procedure of evaluating their products. They even got suggestions to make their products more effective.

Dr. Akshai Aggarwal inaugurated the process and launched the projects via Start51.com at 12.00 P.M. It was a historic moment for crowd funding in India with an objective to support young technology students through fund raising mechanism.

Dr. Aggarwal, in his inaugural address, said that the crowd funding process can help the budding entrepreneurs analyze the product to make it more marketable. Moreover he said that those, who sign up for supporting the product, would study the product and provide valuable feedback. He said that CFI will have to be scaled up to serve the needs of the young students of GTU.

All the projects were successfully explained and analyzed. Four projects went live at the end.

Mr. Hiranmay Mahanta, Honorary Director of GTU Innovation council shared the objective behind launching CFI (crowd funding Initiator) program and its success by now. Mr. Ateet Bajaj founder of start-51 and chief mentor of this month-long boot-camp shared the prospective ahead in the segment of crowd funding in India and how students in particular can take benefit out of it.

MD, GVFL , Mihir Joshi shared his insights about funding early stage start-ups and expected that such measures like CFI will certainly create new pedagogy for supporting student start-ups.

GESIA president, Mr. Pankaj Shah praised Dr. Akshai Aggarwal's unprecedented work forging linkages between industry and academia. He then presented an Award to him on behalf of GESIA. He said that the Award was to be given at the annual GESIA meeting in the presence of all the members of GESIA and the Minister for Education. However since Dr Aggarwal could not come to that meeting, he was presenting it at this event.

GTU INNOVATION COUNCIL

www.gtuinnovationcouncil.ac.in

Mr. Haren Shah, Co-Chair (Industry) of GTU Innovation Sankul, Gandhinagar and Mr. Amitsingh Gohil, Executive director, TiE Ahmedabad were present and appreciated the efforts of crowd funding Initiator.



Hon'ble VC, GTU, Prof Akshai Aggarwal launching the projects at 12.00 P.M on the CFI Pitch day in presence of Registrar, GTU, Prof Vadodaria, GVFL, MD, Mihir Joshi and GESIA President, Mr. Pankaj Shah.

GTU INNOVATION COUNCIL

www.gtuinnovationcouncil.ac.in



Hon'ble VC, GTU appreciating efforts of Ateet Bajaj, chief mentor of CFI program and founder of Start-51



Hon'ble VC GTU, Prof Akshai Aggarwal receiving GESIA award 2014 for his contribution in forging linkages between industry and academia during this occasion at the hands of GESIA president, Mr. Pankaj Shah.

GTU INNOVATION COUNCIL

www.gtuinnovationcouncil.ac.in



Hon'ble VC GTU , Prof Akshai Aggarwal appreciating Mr. Haren Shah, Co-chair, industry, Gandhinagar Sankul during the CFI Pitch day at GTU Chandkheda

VC, GTU appreciating GVFL, MD, Mr. Mihir Joshi during the CFI Pitch day



VC, GTU, Prof Aggarwal appreciating Tejas Mehta from Start-up Saturday community for his mentoring role during CFI Bootcamp.



Registrar, GTU, Prof Vadodaria appreciating Kumar Manish for his mentoring role during CFI Bootcamp.



Registrar, GTU, Prof Vadodaria appreciating Mr. Yash Saxena founder of openfuel for his mentoring role during CFI Bootcamp.



Registrar, GTU, Prof Vadodaria appreciating Mr. Adhish Patel for his mentoring role during CFI Bootcamp.



Registrar, GTU, Prof Vadodaria appreciating Mr. Kaushik Akiwatkar for his mentoring role during CFI Bootcamp.



VC, GTU, Prof Aggarwal appreciating Mr. Rocky for his mentoring role during CFI Bootcamp.

GTU INNOVATION COUNCIL

www.gtuinnovationcouncil.ac.in



Registrar, GTU, Prof Vadodaria, appreciating Mr. Amitsingh Gohil , Executive Director , TiE Ahmedabad



Registrar, GTU, Prof Vadodaria, appreciating Mr. Aman Dutta and other volunteers who contributed significantly to the summer boot camp of crowd funding.

The teams which went for crowd funding live during CFI Pitch day

Project 1 – Sign Speaks -Mobile App helpful to understand sign language

An interpreting app between verbal and Indian sign languages that helps communicating among people with and without knowledge of signs.

Project link: <http://www.start51.com/project/technology/sign-speaks>

Video link: <http://www.youtube.com/watch?v=SnWqX-8Vpmw>

Project 2 – Maker Driod - 3D Printer

A homemade pocket friendly 3D printer for making your creative ideas a reality. JAAV 1: A low cost 3D Printer Specially Designed for Indian Masses. This is our alpha prototype of what we have researched out of an open sourced project. It is a handmade 3D printer crafted for low price and sturdiness and better usability by all those students and institutions which are in a design field where they find prototyping extremely difficult and costly where as well as for those people who want to buy it for making the original thing out of a digital three dimensional image.

Project link: <http://www.start51.com/project/technology/makerdriod>

Video link: <http://www.youtube.com/watch?v=MqxuaCS9K4A>

Project 3 – Because I Make a Difference - Helping the Underprivileged Children

Initiative for educating street children and also providing them necessary things like cloths, food, etc.

Project link: <http://www.start51.com/project/events/bimad-----because-i-make-a-difference>

Video link: <http://www.youtube.com/watch?v=EWorFfxujX4>

Project 4 – Student Desk - Used Book Exchange Portal

Online Platform where readers can buy, sell, exchange, rent or donate books.

Project link: <http://www.start51.com/project/technology/studentdesk-book-exchange-portal>

Video link: <http://www.youtube.com/watch?v=UYU-OVMOEHY>

Project 5 –Self Supporting Stick - New Design of Stick for the patients with Knee Problem

Self-supporting stick is a stick made to reduce the complications in upraising stairs. Being light in weight, portable and easy to carry it is useful to elderly people, knee patients and disabled one.

Project link: <http://www.start51.com/project/design/self-supporting-stick>

Video link: http://www.youtube.com/watch?v=NubtWmT_rM4

Project 6 – e-Swasthya – Home deliveries of Medicines

Virtual medical store at your doorstep. This is the medical oriented project which will provide medicine delivery service at home to end user. Just click a picture of your doctor's prescription and they'll send the medicine home.

Project link: <http://www.start51.com/project/technology/eswasthya>

Video link: http://www.youtube.com/watch?v=SBp_em9eiOY

Project 7 – Make India – Education with Difference

An initiative which wants to define the basic educational questions asked by students at young age for which the teachers don't have an answer. For eg. what is logical difference between the + and x sign when they're learning maths.

Project link: <http://www.start51.com/Project/technology/make-india>

Video link: <http://www.youtube.com/watch?v=4V7Z61GbBlo>

Project 8 – The Connoisseur's Journal – Documentary File on Music

Documentary Film on Music scene of Ahmedabad and around. The 60-minute Film will feature journey of various bands from different genres (rock, metal, pop, etc).

Project link: <http://www.start51.com/project/film-and-video/the-connoisseurs-journal>

Video link: <http://www.youtube.com/watch?v=cvYB3JjOWKA>

GTU INNOVATION COUNCIL

www.gtuinnovationcouncil.ac.in

Acknowledgements

Drafted and edited by : Dhruvin Bhatt, Start51 Intern
Graphic editor : Pruthvi Sodha

For suggestion

Contact:

Mr. Ateet Bajaj : ateetbajaj@gmail.com
Mr. Hiranmay Mahanta : hiranmay@techpedia.in
For any query mail at : s4@gtu.edu.in
info@crowdfundinginitiator.com

For more detail about CFI kindly refer:

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

http://www.gtu.ac.in/circulars/14Jun/20062014_03.pdf

http://www.gtu.ac.in/circulars/14Jul/02072014_01.pdf

<http://www.gtu.ac.in/circulars/14Jul/05072014.pdf>

<http://www.gtu.ac.in/circulars/14Jul/14072014.pdf>

http://www.gtu.ac.in/circulars/14Jul/11072014_01.pdf

http://www.gtu.ac.in/circulars/14Jul/05072014_01.pdf



CFI (Crowd funding Initiator) participants and volunteers after the pitch day.