# *GTU INNOVATION COUNCIL*

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### Student Startup Support System (S4)

GTU S4 ENTRE WEEKEND

Invitation to Students & Faculty Members: REGISTER for the Week-end before **6<sup>th</sup> March 2014**.

**Dates:** 8<sup>th</sup> - 9<sup>th</sup> March 2014        **Venue:** S4 Centre, GTU Ahmedabad Campus, 2<sup>nd</sup> floor, ACPC Building, LDCE, Ahmedabad

After the success of the 1<sup>st</sup> edition of the S4 Entre Weekend at GTU Innovation Council, we are gearing up to host the 2<sup>nd</sup> edition of it on 8<sup>th</sup> - 9<sup>th</sup> March 2014 at GTU's S4 center, Ahmedabad.

## What is Entre Weekend?

Entre Weekend will be weekend-long i.e. 54 hours hands-on experience training program where student entrepreneurs as well as aspiring student entrepreneurs put their entrepreneurial skills to test and launch start-ups. The program aims at stimulating entrepreneurial learning environments and this would be an introduction to entrepreneurship as well as lessons for scaling up entrepreneurial ventures.

The program begins with idea pitches on Friday evening; student attendees vote for the best 3 ideas and based on that, teams are formed on that idea. Over Saturday and Sunday, teams focus on idea improvisation, product development, and customer validation, practicing LEAN Startup Methodologies and building a minimal viable product. On Sunday evening, teams pitch their demo prototypes and receive valuable feedback from a panel of experts and emerge as winners.

## Who can participate in this Entre Weekend?

The 2<sup>nd</sup> edition of ENTRE WEEKEND is based on the theme of WEB and MOBILE and similar tech startups. New individual ideas or teams working on these ideas are welcome at this ENTRE WEEKEND.

This edition of entre weekend at S4 invites nominations from students who are studying in IT/CS/CSE/MCA/MBA or similar streams or who have passed out from GTU affiliated colleges during the past 2 years.

The entry in the program is only by selection on merit and will be open for only 70 participants.

Kindly register your names/teams in the given link as below:

[https://docs.google.com/forms/d/1ATIpw6f9hR5j7CYoeMkURTXsIvhsBk8dC0k5MnipYA4/viewform](https://docs.google.com/forms/d/1ATIpw6f9hR5j7CYoeMkURTXsIvhsBk8dC0k5MnipYA4/viewform)

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**Contacts:**

GIC fellows:

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Share your inputs with   **Mr. Hiranmay Mahanta**, +91-9909959336, mahanta.hiranmay@gmail.com

| Program schedule |
|---|
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| **Offline pre assigned task** |
| |
| Each team has to do extensive literature search on variety of existing startups and locate their novelty. Each team to locate gap in existing market and then try to create a better product or service to help users. The teams may use SWOT analysis to find the feasibility of their ideas and make offline strategies before coming to the entre weekend event. The team may take feedback of some users working in the segment and have a decent idea about the market for which they are going to create the new startup idea. Reference of some set of startups are given in the appendix. The teams may get in touch with S4 for any pre event mentoring if required. Only novel ideas will be selected for final 2 days of the entre weekend. Each selected team will make a brief pitch of their literature review of around few dozen startups in the area in which they are proposing their new idea. |
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| **Saturday** |
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| 9:00am   Breakfast. |
| 9:30am   Start working. Idea pitching, brief ideation, BMC, pitching of key insights from literature review related to their start up ideas based on their offline work before coming to event. |
| 11:00am Mentors Arrive. |
| 12:00pm Call for needs & skills. |
| 1:00pm    Lunch. |
| 2:00pm    Mentors help teams one-on-one. |
| 6:30pm    Mid weekend status report and call for help. |
| 8:00pm    Dinner. |
| 10:00pm   Finished for the day. You may stay and work as late as the venue will allow. |
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| Off line work |
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| **Sunday** |
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| 09:00am  Breakfast. |
| 10:00am  Final day call for help. |
| 12:00pm  Mentors arrive. |
| 01:00pm  Lunch. |
| 03:00pm  Start prepping for presentations. |
| 03:15pm  Tech Checks. |
| 05:00pm  FINAL STARTUP PITCHES. |

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| 07:30pm | Judging & awards. |
| 08:00pm | Dinner. |
| 09:00pm | Wrap Up & Go Home. |

Apendix-1

Reference starts-ups to study before joining to the workshop. Each participant may go through as many of these platforms to get detailed insights on existing start ups in the sector globally.

**Education Startups**

1. Treehouse - A better way to learn technology.

2. Lore - Reinventing classrooms for the Internet age.

3. Udemy - The world's largest destination for online courses.

4. Memrise - Uses images and science to make learning easy and fun.

5. Minerva Project - A top-tier university for the 21st Century.

6. Boundless - Free digital textbooks with built-in study tools.

7. Skillshare - Learn real-world skills from incredible teachers.

8. BenchPrep - Unlimited access to hundreds of courses on all your devices.

9. Class Dojo - Behavior management software for teachers.

10. Clever - Online learning platform used by more than 3,000 schools.

**Food Startups**

1. Plated - Chef-designed meals you order online and cook at home.

2. Yummly - Search every recipe in the world.

3. Munchery - Home-delivered meals from local chefs.

4. Locu - Manage and design your menu in one place. Publish to many places.

5. Foodem - Connecting food sellers with food buyers.

6. Food Genius - Big Data for the food industry.

7. Love With Food - Sample the best gourmet food, delivered to your door.

8. Momentum Machines - Gourmet hamburger robots.

9. Caviar - Get delivery from your favorite San Francisco restaurants. Real time GPS tracking!

10. Wholeshare - Save money on good food by buying as a group.


**Health Care Startups**

1. CakeHealth - Track and optimize your health care for free.

2. OpenCare - Find health providers and book appointments online.

3. Counsyl - Prevent genetic disease before pregnancy with a DNA test.

4. Scanadu - Bringing you the medical tricorder. Check your health as easily as your email.

5. ShopWell - Your personal nutrition expert.

6. Ringadoc - A better answering service for a fraction of the price.

7. GymPact - Never miss another workout.

8. CareDox - Making health information easily accessible and securely portable.

9. Meddik - Get answers from people who have been there.

10. drchrono - Electronic health records built for the iPad.

**News Startups**

1. Umano - Interesting news read to you by real people.

2. Circa - News without the fluff, filler or commentary.

3. Guide - Turns the web's news into TV.

4. Blottr - Wikipedia for news.

5. Newsle - Track your friends in the news.

6. Bloglovin' - Follow your favorite blogs and discover new ones.

7.  Demotix - The network for freelance photojournalists.

8.  Watchup - Your daily newscast.

9.  Unfold - Your guide to all sides on every issue.

10. Communitee - The latest news from your friends and followers.

## Miscellaneous

1.  Thumb - A mobile social network that helps people get instant opinions.

2.  Lift - A simple way to achieve any goal and track your progress.

3.  Clarity - Online consulting. Find, schedule and pay for expert advice.

4.  Gumroad - Enables creators to sell directly to their audience.

5.  DuckDuckGo - A search engine with lots of extra goodies.

6.  CustomMade - Connect with expert makers who can bring your ideas to life.

7.  Science Exchange - The scientific services marketplace.

8.  StoreEnvy - Shop the world's most creative businesses.

9.  Spindle - Discover and share what's happening around you.

10. Wanderfly - Visual travel discovery.

## Consumer Electronics Startups

1.  Leap Motion - Next-gen motion control.

2.  Dropcam - A high-definition Wi-Fi video camera with remote viewing and two-way sound.

3.  Space Monkey - Moves cloud storage into your home.

4.  Boosted Boards - The world's lightest electric vehicle.

5.  Interaxon - Control games and more with your thoughts.

6.  Memoto - A life-logging camera that lets anyone have a photographic memory.

7.  Ouya - A $99 Android-based game console that's just plain tiny.

8.  Scout - Hassle-free home security that is sleek, secure and smart.

9.  Double Robotics - Be somewhere else in the world without flying there.

10. Tindie - Etsy for electronics. The marketplace for makers.

### Data Startups

1.  Kaggle - Connect with a data scientist and find the answers in your data.

2.  Chartio - Your data's interface.

3.  Chartbeat - Real-time data for front-line website handlers.

4.  Mocavo - A genealogy search engine.

5.  Freshplum - Brings the power of data science to businesses that sell electronically.

6.  Origami Logic - Visual Big Data analytics for marketers.

7.  Fliptop - A customer intelligence platform for marketers.

8.  Umbel - Increases the value of your audience by measuring billions of audience traits.

9.  Sift Science - Monitors site traffic in real time and alerts you instantly to fraudulent activity.

10. Swipp - Social intelligence platform generating real-time sentiment data.

### Design Startups

1.  Creative Market - Marketplace for handcrafted, mouse-made creative assets.

2.  Mural.ly - Google Docs for creative people.

3.  Strikingly - Gorgeous, mobile-optimized sites in minutes.

4.  Codiqa - Build a real mobile website or app with no coding required. Fast.

5. Scoutzie - An exclusive network of the best mobile designers.

6. Divshot - Drag-and-drop interface builder for Web apps.

7. Smore - Design beautiful online flyers and publish instantly.

8. Forrst - Where designers and developers improve their craft based on feedback.

9. BrandCrowd - Buying and selling logos made easy.

10. Markupwand - Photoshop to HTML in minutes.

**Note:**

1. Our students have participated in the IIM's Entrepreneurship Club's Entre fair of Oct 27, 2013. (http://www.gtu.ac.in/circulars/12Oct/27102012.pdf). Many others participated in NASSCOM's Start-Ups 2020 organized at IIM from $3^{rd}$ to $5^{th}$ May 2013. (http://gtu.ac.in/circulars/13Apr/S4_3-5May%202013.pdf and http://www.gtu.ac.in/circulars/13Apr/03052013.pdf)

2. **Link to similar previous events**

   https://vimeo.com/yashsaxena/entrepreneursahmedabad
   http://www.openfuel.org/startup2020baroda2013/
   http://www.openfuel.org/nasscom-startup-2020/?show=gallery

3. S4 Entre Weekend of September 13-15, 2013:

   a. Press Release at
      http://www.gtu.ac.in/Media/Sept_2013/S4_Entre_Weekned/S4%20Entre%20Weekend%20-Eng.PDF.

   b. Report at http://www.gtu.ac.in/circulars/13Oct/01102013_01.pdf.

   c. Invitation at http://www.gtu.ac.in/circulars/13Sept/04092013.pdf.

4. GTU S4's Student Startup Showcase Stage (S4-S4) workshop on $2^{nd}$ October 2013: Report at

   http://www.gtu.ac.in/circulars/13Oct/S4-S4_Report_2nd%20October%202013.pdf.

5. Student Startup Boot-Camp of October 4-6, 2013: Report at:

   http://www.gtu.ac.in/circulars/13Oct/24102013_01.pdf.