



## Institution's Innovation Council Saurashtra University

### How to Startup? Various Startup Grants

20 June 2022

At

Virtually on Webex

Saurashtra University Campus, Rajkot

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## Saurashtra University – IIC

The university is dedicated to instruction, research, and extending knowledge to the public (public service). Ministry of Education (MoE), Govt. of India has established 'MoE's Innovation Cell (MIC)' to systematically foster the culture of Innovation among all Higher Education Institutions (HEIs). The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are informative years. Saurashtra University is one the Organization that have constituted the IIC to foster the vision of MoE and be a part for the promotion and development of innovation ecosystem.

### Event Schedule

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03:00	Welcome
03:05	Awariness Session
04:15	Q n A
04:30	Closing Ceremony

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### Event Registration Link

[bit.ly/ImpactSeries-IIC](http://bit.ly/ImpactSeries-IIC)

## Brief about Event

Saurashtra University is Organizing Impact Lecture Series with support of Ministry of Education, Government of India. The objective of Impact Lecture Session is to support students from hilly/rural/backward regions or 3rd tier cities by organizing impact lectures to establish a strong connection with the innovation and start up ecosystem enablers at the state and national levels.

The webinar's objective is to gain insights about start-ups, entrepreneurship, government funding scheme etc. This involves five stages of start-ups like idea, launch, validation & decision, growth and transition. In this webinar discuss about equation of start-up, essential element of success and also understand start-ups mistakes. India also needs more entrepreneur for start-up growth.

After completion of the workshop, participants are able to acquire more knowledge on How to Start-up? Various Start-up Grants.

## Key Points

During the session, below mentioned points were discussed:

- Factors effect to start-up
- Equation of start-up
- Five stages of start-ups
- Finding the problems & identify problems
- Start-ups mistakes
- Competitors analysis
- B2B or B2C market analysis
- Central and state government policies & funding opportunities
- FAQs related to How to Start-up? Various Start-up Grants

## Outcome

As per the event, various types of Start-ups, Importance of Start-ups and Various Start-up Grants was made understood by the speaker.

Also, as it was related to Start-up design and awareness creation, a basic knowledge of how to Start-up, how it works, how to use Central and state government policies & funding opportunities, with various examples of Start-up etc.

## About the Speaker/Chief Guest



**Mr. Dhruv Patel**

Incubation Manager-MSME  
Entrepreneurship Development  
Institute of India (EDII)

**How to Startup? Various Startup Grants**

20 June, 2022 | Monday  
03:00 pm to 04:30 pm

**Mr. Dhruv Patel**  
Incubation Manager-MSME  
Entrepreneurship Development  
Institute of India (EDII)

A virtual session for sensitization and detail sharing amongst the innovators, students, researchers, academicians and entrepreneurs is being planned for topic on "How to Startup? Various Startup Grants" on 20 June 2022.

Registration link:  
[bit.ly/ImpactSeries-IIC](https://bit.ly/ImpactSeries-IIC)

\*E-certificates will be provided to the participants

Stage	What entrepreneur does	How entrepreneur feels
01 IDEA	<ul style="list-style-type: none"> <li>Market research</li> <li>Competitive analysis</li> <li>Braining, brainstorming</li> </ul>	<ul style="list-style-type: none"> <li>Fretful - wants to make an impact</li> <li>Worried with current job/business</li> <li>Hopeful if a Coach, need new contribution</li> </ul>
02 LAUNCH	<ul style="list-style-type: none"> <li>Website</li> <li>Content marketing</li> <li>Word of mouth</li> </ul>	<ul style="list-style-type: none"> <li>Full of emotion</li> <li>No Reserve</li> <li>Obvious victories, celebration</li> <li>Getting A in 1st attempt doesn't mean you're getting into heaven</li> </ul>
03 VALIDATION & DECISION	<ul style="list-style-type: none"> <li>Find customers</li> <li>Problem-solution fit</li> <li>Product-Market fit</li> <li>Test business model, pricing</li> </ul>	<ul style="list-style-type: none"> <li>Reactions</li> <li>Clarity about what to focus on</li> <li>Realize what you signed up for</li> <li>Take a decision (do you enjoy it?)</li> </ul>
04 GROWTH	<ul style="list-style-type: none"> <li>Automated Sales funnel &amp; product development</li> <li>Management</li> <li>External investors</li> </ul>	<ul style="list-style-type: none"> <li>Thank God!</li> <li>What you stand for was worth it</li> <li>Feel confident and in-charge, you have refined every aspect of business by now</li> </ul>
05 TRANSITION	<ul style="list-style-type: none"> <li>Grow</li> <li>Take public</li> <li>Sell</li> </ul>	<ul style="list-style-type: none"> <li>Your passion and business goals drive your decision to continue or to sell, you only choose to deal business deal-up</li> </ul>

Nothing is permanent in **TECHNOLOGY**  
Except... **CHANGE**

orkut → facebook

SMS → WhatsApp

FUU → ICICI Bank



### 5 Essential Elements of Success

- Ideas
- Team
- Business Model
- Funding
- Timing

A study found that the average person has about **12,000** to **60,000** thoughts per day...

### Equation of Start-up...

**STARTUP**

Rajkot, Gujarat, India  
 7PVR+XJJ, Saurashtra University Campus, Munjka, Rajkot, Gujarat  
 360005, India  
 Lat 22.294949°  
 Long 70.741444°  
 20/06/22 03:08 PM

### Entrepreneur...

- The entrepreneur is defined as someone who has the ability and desire to establish, administer and succeed in a startup venture along with risk entitled to it, to make profits.
- The best example of entrepreneurship is the starting of a **new business venture**.
- The entrepreneurs are often known as a source of new ideas or innovators and bring new ideas in the market by **replacing old with a new invention**.

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 360005, India  
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 Long 70.741444°  
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