



# Institution's Innovation Council Saurashtra University Rajkot

**Celebration of National Startup Day**

**“The Entrepreneur's Blueprint: Building  
Successful Startup”**

16<sup>th</sup> January 2024

At

Seminar Room, Incubation Centre,  
Dr. A P J Abdul Kalam Science Laboratory,  
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

11:30	• Welcome
11:40	• Awareness Session
01:15	• Q & A
01:30	• Closing Ceremony

## Event Registration Link

[bit.ly/SUSEC-NSUD](https://bit.ly/SUSEC-NSUD)

# Brief about Event

The SU Startup and Entrepreneurship Council, in collaboration with the IIC Saurashtra University hosted a celebration for National Startup Day. "The Entrepreneur's Blueprint: Building Successful Startup" on 16<sup>th</sup> January 2024.

Sir explained that "The Entrepreneur's Blueprint: Building a Successful Startup" is like a helpful roadmap for people who want to start and grow their own business. In simple terms, it gives you all the important steps and strategies to turn your business idea into a successful one. In the first part of the blueprint, it talks about the basic stuff you need to start a business. It said you should have a clear idea of what you want to do and why, like a mission or goal. Your business idea better, figuring out who would want to use your product or service, and explaining why it's cool or helpful. Execution of idea is important thing. Even the most brilliant ideas may not succeed if they are not implemented properly. The execution of ideas is crucial for the success of any venture. While having a great idea is important, it's the effective implementation and execution of that idea that truly matters. A well-executed idea can turn into a successful product, service, or business.

This part focused on the execution phase, guiding entrepreneurs through the process of product development, market entry. In this part talks about smart ways to sell your product. It covers how to market it well, take care of customers, and use technology to work better. It's like making sure people know about your product, keeping customers happy, and using technology to make everything run smoothly. A successful product needs to be readily available, affordable, and accepted in the market. It should be easily accessible to customers, priced reasonably to match their budget, and embraced by the market for its quality and relevance. The combination of availability, affordability, and acceptance ensures that the product meets the needs of the target audience, leading to its success in the market. Then sir talked about team and said that well-assembled team not only shares responsibilities, reducing individual burdens, but also fosters collaboration and innovation. Supportive partners or team members create a positive work environment, boosting motivation and morale explained by sir.

## Key Points

During the session, below mentioned points were discussed:

- Execution of ideas
- Building a startup
- Importance of idea execution
- Role of partners and team members
- Financial management and risk mitigation
- Execution phase
- Product availability, affordability, and acceptance
- Scaling a startup
- FAQs related to startups?

# Outcome

According to this event students learned about that the Entrepreneur's Blueprint is like a helpful guide for people who want to start their own business. In simple terms, it gives you all the important steps to turn your business idea into a successful one. The first part talks about basic things you need to start a business, like having a clear goal and understanding your customers. It says that executing or implementing your ideas is crucial for success. Even great ideas may not work if execution not done right. The second part focuses on putting your plan into action, covering product development, entering the market, and smart ways to sell. It highlights the importance of marketing, taking care of customers, and using technology for efficiency. The last part talks about having a good team, sharing responsibilities, and collaborating for success.

## About the Speaker/Chief Guest



Dr. Hitesh J.  
Shukla

Professor

Smt. R. D Gardi Department of Business  
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**NATIONAL  
STARTUP  
DAY**

The SU Startup and Entrepreneurship Council, in collaboration with the IIC Saurashtra University, will be hosting a celebration for National Startup Day on January 16, 2024. This event is likely to provide a platform for promoting and recognizing innovative endeavors within the university community.

**16 JAN | 11:30 am Onwards**

Register here: [bit.ly/SUSEC-NSUD](https://bit.ly/SUSEC-NSUD)

Seminar Room,  
Dr. APJ Abdul Kalam Science Laboratory,  
Incubation Centre,  
Saurashtra University,  
Rajkot



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