

GTU INNOVATION COUNCIL

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2nd Start-up Saturday at Student Start-up Support System (S4)

Getting CrowdFunding Right

Venue- S4 Conference room, ACPC Building, GTU Ahmedabad Campus

Date-12th July 2014



GTU Innovation Council, in cooperation with Start-up Saturday network, powered by 10,000 startups of Nasscom, arranged the 2nd edition of its activity at S4. The theme of this edition was “Getting CrowdFunding Right”: This edition helped bust myths and share successful stories of how people crowdfunded their dreams and the way people helped them in realizing them. Successful stories of LawToons and PrintAJoy were shared by their founders as well as Atit, founder of Start51.com. **Mr. Atit Bajaj** spoke at lengths on the current scenarios of crowdfunding in India and busted the many myths related to crowdfunding. We also had **Pathik from 10,000 startups, one of the co-founders of an Ahmedabad based start-up and a member of NASSCOM.**

Pathik started the conference and shared some very interesting facts about how NASSCOM based 10,000 Startups is helping the up and coming IT related startups in India. He also told us about the openings for Incubation program. Pathik also shared his views on what makes an idea unique and what do these incubators look for whilst choosing a team and a startup for their program. He listed out quite a few points that have to be kept in mind to make sure you definitively strike a chord.

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Next we had Atit Bajaj, one of the founders of Start51.com, a crowdfunding website for the Indian market. He gave an engaging talk about the crowdfunding scenarios in India and the way it has grown over the years to how it is slowly being accepted through successful examples. Atit responded to questions in an entertaining and informative way. The crowd was eager and so were the speakers. Atit spoke on length about how a complete pitch should be delivered and how important it is to engage with people both online and offline to have a greater impact on your campaign. He also emphasized the quality of the video pitch and how it engages people and helps them.

After his engaging speak, we had **Kanan Dhru of LawToons** share her experience of being crowdfunded through the crowdfunding website WishBerry and how she handled all the different areas of a crowdfunding campaign such as finishing the pitch video, the kind of rewards you will share for the different backers, following up with people who have backed your project and how to engage more people to back you.

Following the energetic speak of Kanan, we had **Kishan of PrintAJoy.com** share his views, thoughts and personal experience of getting crowdfunded for his pet project of printing Instagram pictures and delivering them in the form of polaroids at Wishberry. The one thing that stood out for Kishan's campaign is the way he spread the awareness about PrintAJoy **using Smile cards, networking at Hackathons along the likes of MakerFest and AzoI Hackathons**. The one thing he emphasized was 'BELIEF', if you don't believe in your project, no one else will.

Mr. Hiranmay Mahanta shared the success of the unique initiative at S4 , CFI (Crowd funding Initiator) – A month long summer boot camp for supporting student start-ups. He wished that every college and university should attempt such pedagogy to support their innovative students.

Tejas Mehta from Start-up Saturday coordinated the event in cooperation with Team GTU Innovation Council.

The Question answer session was extremely helpful to understand crowdfunding in detail and all participants applauded the attempt by S4 in making it happen.

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For reference –

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

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