



Institution's Innovation Council Saurashtra University

Startup Summit

19th - 20th August 2023

At

ICAI Bhavan, 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

Time	Program
Day 1	
08:30am	Registration & Breakfast
09:00am – 9:45am Inauguration & Welcome	
09:45am to 10:45am	Session by Mr. Hiranmay Mahanta on Overview of Startup Ecosystem & need for Investment management Ecosystem
10:45am to 11:00am	Tea Break
11:00am to 12:00pm	Expert Session by CA Ajay Jain on Topic of Startup in Indian Landscape
12:00pm to 01:00pm	Expert Session by Mona Singh on Topic of Master Class on Angel Investment
01:00pm to 2.30pm	Lunch Break
02:30pm to 03.15pm	Expert Session by Mr. Omkar Kude on Topic of Corporate Governance in Startup
03:15pm to 04.00pm	Expert Session by CA Poonam Khandelwal on Topic of Introduce to Venture Catalyst
04:00pm to 04.15pm	Networking with Tea Break
4:15pm to 5:30pm	Success stories of startup founders

Day 2	
09:30am to 10:00am	Networking Over Breakfast
10:00am to 11:00am	Expert Session by CA Parth Shah on Topic of How to prepare Startup Pitch Deck for Fund Raising
11:00am to 12:00pm	Bankers' Time
12:00pm to 1:00pm	Expert Session by CA Bisan Shah on Topic of Role of CA in Startup Ecosystem
01:00pm to 2:30pm	Lunch Break
2:30pm to 3:30pm	Pitching Session
3:30pm to 4:30pm	Panel Discussion-1
04:30pm to 05:00pm	Panel Discussion-2
05:00pm to 05:30pm	Valedictory Function

Event Registration Link

bit.ly/SUSEC-ICAI

Brief about Event

The "Startup Summit," in association with ICAI Rajkot, was meticulously organized by the SU Start-up and Entrepreneurship Council and IIC Saurashtra University, taking place from August 19th & 20th, 2023, at the esteemed Auditorium of ICAI Bhavan Rajkot. The event commenced with the traditional lighting of the lamp, symbolizing the illumination of knowledge. In attendance were our distinguished guests, including Mr. Rambhai Mokariya, Member of Parliament, Rajya Sabha; Mr. Mukeshbhai Doshi, President of BJP Rajkot City; CA Dhiraj Khandelwal, Chairman of the Committee on MSME & Startup of ICAI; and CA Raj Chawla, Vice Chairman of the Committee on MSME & Startup of ICAI. We extended a warm welcome to our esteemed guests and presented them with memento gifts as tokens of our appreciation and gratitude.

After the inaugural session, Mr. Hiranmay Mahanta sir gave speech on overview of the startup ecosystem and emphasized the importance of establishing a robust investment management ecosystem. Discussed on startup ecosystems that controlled by both external and internal factors. External factors such as market trends, financial climate, local entrepreneurial culture, and politics. Internal factors such as the sum of resources within the ecosystem, such as people, time, money, and skills. Startup ecosystems go through four phases of development: Activation, Globalization, Expansion, and Integration. During his presentation, he clarified that there are many specific types of investment deals that can be tailored to the needs of startups. The most common of these is equity financing. Funding like venture capital and angel investing can also be used by startups but the

startups face some problems with the use of venture capital and angel investing such as investors asking for daily progress reports. It is a complex task for startups. Also discussed on startup stages. Session by CA Ajay Jain provided valuable insights into the journey of startups within the Indian landscape. Sir explained the journey of startups in the Indian landscape typically follows several stages, each with its own set of challenges and opportunities. The journey often begins with an innovative idea or concept that addresses a specific problem or market need. Once the idea is solidified, founders form a core team and develop a minimum viable product (MVP) to test the concept. After MVP stage startup require seed funding. Seed funding often comes from angel investors, friends and family, or incubators/accelerators. Startups need to focus on improving the MVP and preparing for a larger market launch. At final stage founders and investors often consider exit strategies, such as mergers, acquisitions, or initial public offerings (IPOs). Many Indian startups are technology-driven, focusing on areas such as e-commerce, fintech, health tech, edtech, and artificial intelligence. The Indian government has introduced various initiatives to support startups, such as the "Startup India" campaign. These initiatives include tax benefits, funding support, and regulatory simplifications.

Session by Mona Singh on Topic of Master Class on Angel Investment. Angel investment is a form of early-stage financing where affluent individuals, known as angel investors, provide capital to startups and small businesses in exchange for ownership equity or convertible debt. These investors, often experienced entrepreneurs themselves, offer not only financial support but also mentorship and guidance to help the startup succeed. Angel investors typically invest smaller amounts than venture capitalists and play a crucial role in bridging the funding gap for startups that are too risky for traditional lenders. This form of investment carries both risks and rewards, with the potential for significant returns if the startup succeeds but also the risk of losing the invested capital if the venture fails. Angel investment is an important source of funding for many emerging businesses and can significantly impact their growth and development. Some countries have specific laws and tax incentives for angel investors. Angel investors typically expect a return on their investment within 5 to 7 years. This often comes through an exit event, such as the startup being acquired by a larger company or going public.

Session by Mr. Omkar Kude on Topic of Corporate Governance in Startup. Corporate governance is essential for startups as it sets the foundation for responsible management and sustainable growth. While startups may not have the broad structure of established corporations, they can still benefit from clear governance mechanisms. Some key aspects are considered like transparency, Board of Directors, Compliance, Risk management and many more. Startups should maintain transparency in their operations, including financial reporting, decision-making processes, and the allocation of resources. This builds trust with investors, employees, and stakeholders. Startups should ensure they are legally registered, follow tax laws, and meet industry-specific compliance requirements. CA students can play a pivotal role in assisting startups to establish and maintain effective corporate governance practices. Sir said to the CA student that you should have skilled in financial planning and budgeting. So, you can help startups allocate resources efficiently and plan for long-term financial sustainability. can also have a significant impact on the country's GDP.

Session by CA Poonam Khandelwal on Topic of Introduce to Venture Catalyst. Speaker explained about Role of Venture Catalysts, Challenges and Opportunities, Impact on the Startup Ecosystem and Success Stories. They are the ones who help turn creative ideas into viable businesses, taking them from inception to fruition. Venture Catalyst is an innovation and entrepreneurship program or entity that provides support, resources, and mentorship to startups and early-stage businesses. Its primary goal is to catalyze and accelerate the growth of innovative ventures by offering a range of services

such as funding, networking opportunities, and expert guidance to help these companies succeed and thrive in the market.

End of the first day in the last session discussed success stories of startups founders. Discussion about Startups and their success story in India. Like Flipkart, Ola, OYO Rooms, Dream11, Paytm, Unacademy etc. Flipkart is one of India's largest e-commerce platforms. It offers a wide range of products, from electronics to fashion, and was acquired by Walmart in 2018. Ola, founded by Bhavish Aggarwal and Ankit Bhati, is a ride-sharing platform that operates in several countries. It started as a cab-hailing service and expanded into electric vehicles, food delivery, and more. Founded by Vijay Shekhar Sharma, Paytm is a digital payments and financial services company. It offers services like mobile recharge, bill payments, online shopping, and digital wallets. It became a unicorn due to its rapid growth and popularity.

Second day started with networking over breakfast. Afterward session started by CA Parth Shah on topic of how to prepare startup pitch deck for fund raising. A pitch deck is a presentation, usually in the form of slides, prepared by an entrepreneur to be presented to investors at the time of raising finance for their business. Startups use pitch decks to present their company in a profitable manner to prospective investors. Raising capital from potential investors is difficult for startups. The pitch deck helps the startups lure the interest of potential investors. Its primary purpose is to effectively spotlight the company's technology, products, and team, with the ultimate goal of piquing the prospective investors' enthusiasm and persuading them to invest in the venture. Sir explained what kind of data needs to be added in the slides and how to present it. While presenting pitch deck, tell a memorable, compelling and interesting story that shows passion for the business. Use interesting images and graphics wherever it is possible. Convince the investor of why the market opportunity is huge for your product or service.

Arrange one session for students to understand banking sector startup policies. Bank of Baroda, IDFC and Punjab National bank had done their demonstration session on startup policy. Who all are eligible? Startups incubated with select incubators or startups funded by any angel investors or recognized funds or startups recognised by Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry (DPIIT). The startups will also get service provider in the field of cloud computation, co-working spaces, legal, accounting, HR etc. at preferential rates.

Session by CA Bisan Shah on Topic of Role of CA in Startup Ecosystem. CAs help startups create sound financial plans, including budgeting, forecasting, and financial modeling. This ensures that startups have a clear financial roadmap and can secure funding when needed. CAs can assist startups in raising capital by preparing financial statements, pitch decks, and business plans that are attractive to investors. Startups often rely on CAs to maintain accurate accounting records, which are essential for making informed business decisions and for meeting reporting requirements. They help with tax planning, filing tax returns, and structuring the company in a tax-efficient manner. CAs help startups communicate effectively with investors, providing them with the financial information and transparency they need.

Startups had confidently presented their ideas and innovations in front of potential investors. Health Arena, Optimizers, Study collar, Quick curry, Lili ayurveda-LLP, Nishkam innovation-LLP, TechRiser, Visualsence, Zweler these all startups had presented their ideas. Investors had shown keen interest in investing in promising startups. After the pitching session, the panellists thoroughly discussed the startup's ideas, needs, progress and actions required for potential investment.

Key Points

During the visit, below mentioned points were consider:

- Budgeting
- Promotion and Marketing
- Networking Opportunities
- Awareness of Industry Trends
- Surpass the rules
- Holistic Skill Development
- Validation and Refinement of Innovative Concepts
- Pitch Competitions
- Tax and Compliance Knowledge

Outcome

As per the event, learners were able to gain valuable insights and knowledge about various aspects of entrepreneurship, such as business strategy, marketing, funding and technology trends. Attending workshops, panel discussions and keynote presentations provides a wealth of information. Startup summits often bring together entrepreneurs, investors, industry experts, and fellow learners. Engaging in networking activities can lead to valuable connections, potential mentors, and even business partnerships. Hearing success stories and experiences from accomplished entrepreneurs inspired the learners to pursue their own startup ideas or entrepreneurial endeavours. Workshops and hands-on sessions may offer learners the chance to develop practical skills related to startups, such as pitching, product development, marketing, or financial management. In Startup summit event, from a learner's perspective can encompass a wide range of benefits, including knowledge acquisition, networking, inspiration, skill development, and access to resources.

2023
The Biggest
START UP SUMMIT
Of Gujarat State
BIT.LY/SUSEC-ICAI-SC

19th-20th August 2023
8:00 am Onwards

ICAI Bhavan, Rajkot is hosting a summit on "Start up" with support of SU Start-up and Entrepreneurship Council & IIC Saurashtra University on 19th-20th August, 2023. The event will be held at Seminar Hall, ICAI Bhavan, Rajkot.

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