



CERTIFICATE E-COURSE ON STARTUPS, ENTREPRENEURSHIP & INNOVATION

A 5-day comprehensive online course to help you understand the basics of startups, entrepreneurship and innovation, and how you can start your own startup

Delivered by **GUSEC, Gujarat University:**

the leading authority on startup support, innovation development and entrepreneurship awareness in India

OCTOBER 19 - 23, 2020
4:30 PM - 6:30 PM EVERYDAY

Who can attend: Students, startup enthusiasts & aspirants, incubation professionals, faculty members, and all other interested individuals.



Last date for
Registration

October 15, 2020



Program Fees

INR 500/-

(all inclusive)



More Details &
Registration

gusec.edu.in/ec

Includes:

- e-Certificate
- Live Lectures
- Interaction & Q/A
- Learning Resources

Steps to Register:

- Visit gusec.edu.in/ec
- Register & pay online
- Receive online confirmation and instructions

Cancellations & Refunds: If you choose to cancel by 11:59PM IST on October 15, 2020, 95% of the fees (i.e. Rs 475) will be refunded back. **Contact us** at programs@gusec.edu.in, +91-79-26308576 for any questions / offline payment options.

1. Fundamentals of Startups, Innovation, Entrepreneurship

- a. What is entrepreneurship?
- b. Who is entrepreneurship for?
- c. What is a startup?
- d. Why are startups important?
- e. Difference between a business and a startup
- f. Defining innovation
- g. How to get ideas and measure them?

2. Ideation & Design Thinking

- a. Ideation and getting started
- b. Problem Identification
- c. Design Thinking
- d. Making a MVP

3. Business fundamentals in context of a startup

- a. Product-market fit
- b. Demand - supply & market dynamics
- c. Market research, segmentation and target markets
- d. Business model and the measurement metrics
- e. Sales fundamentals
- f. Leadership & team

4. Practical aspects of starting your first business

- a. Incorporation, compliances, taxation
- b. Leverage local ecosystem
- c. Leveraging govt schemes
- d. Primer on Intellectual property

5. Interaction with startups, stakeholders

- a. Learning and interacting with startup founders
- b. Review and conclusion

OCTOBER 19 - 23, 2020

Gujarat University Startup, Entrepreneurship and Innovation Achievements

- **Top 25 ARIIA** all-India (Atal Ranking of Institutions on Innovation Achievements) Rankings as announced by MHRD in the year 2020
- Establishment of Park for Industrial Extension and Research (PIER), the first **research park** in a state university
- Establishment of NIDHI Technology Business Incubator (**TBI**) at GUSEC with support of Dept of Science and Technology, Govt of India
- Establishment of AIC-GUSEC i.e. **Atal Incubation Centre**, with support of NITI Aayog
- Establishment of **MeitY TIDE** Incubation Centre, with support of Ministry of Electronics and IT, Govt of India
- Implementation of Student Startup and Innovation Policy (**SSIP**), awarded SSIP Best University Award three times in a row between 2018 and 2020
- Nodal Institute under **Startup Gujarat** Scheme (Industrial Policy), Govt of Gujarat

IMPACT CREATED

234

STARTUPS
SUPPORTED

1.86L

STUDENTS
TRAINED

666

JOBS CREATED BY
STARTUPS

50+

PRODUCT
STARTUPS

03

NATIONAL-
INCUBATORS

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Register [here](#)

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