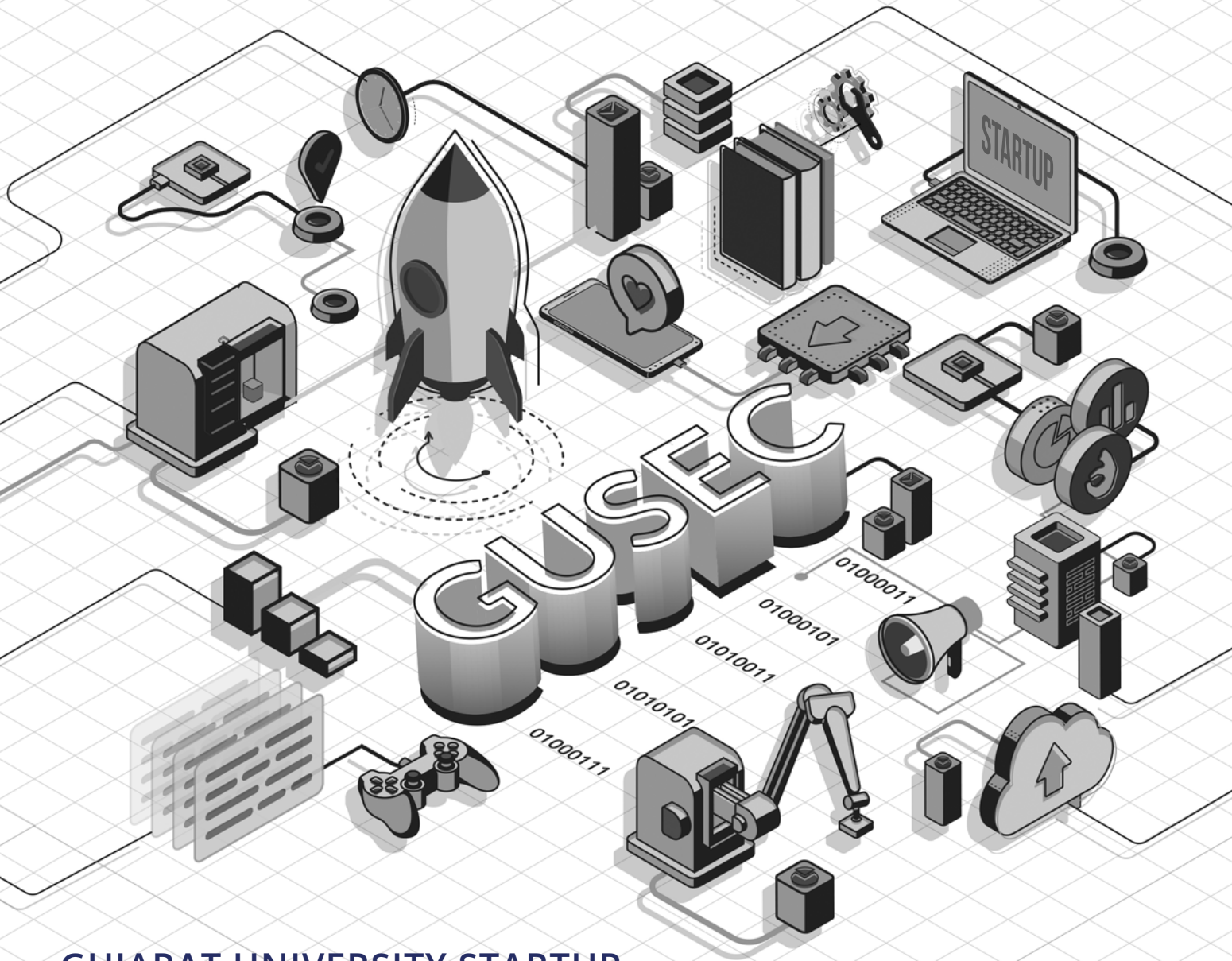


Copyright © 2020 by Gujarat University
Startup and Entrepreneurship Council
(GUSEC). No part of this publication
may be reproduced, distributed, or
transmitted in any form or by any means,
including photocopying, recording, or
other electronic or mechanical methods,
without the prior written permission of
the publisher.

Cover & Booklet Design
by DNODE Studio, Ahmedabad.
Email: dnodestudio@gmail.com

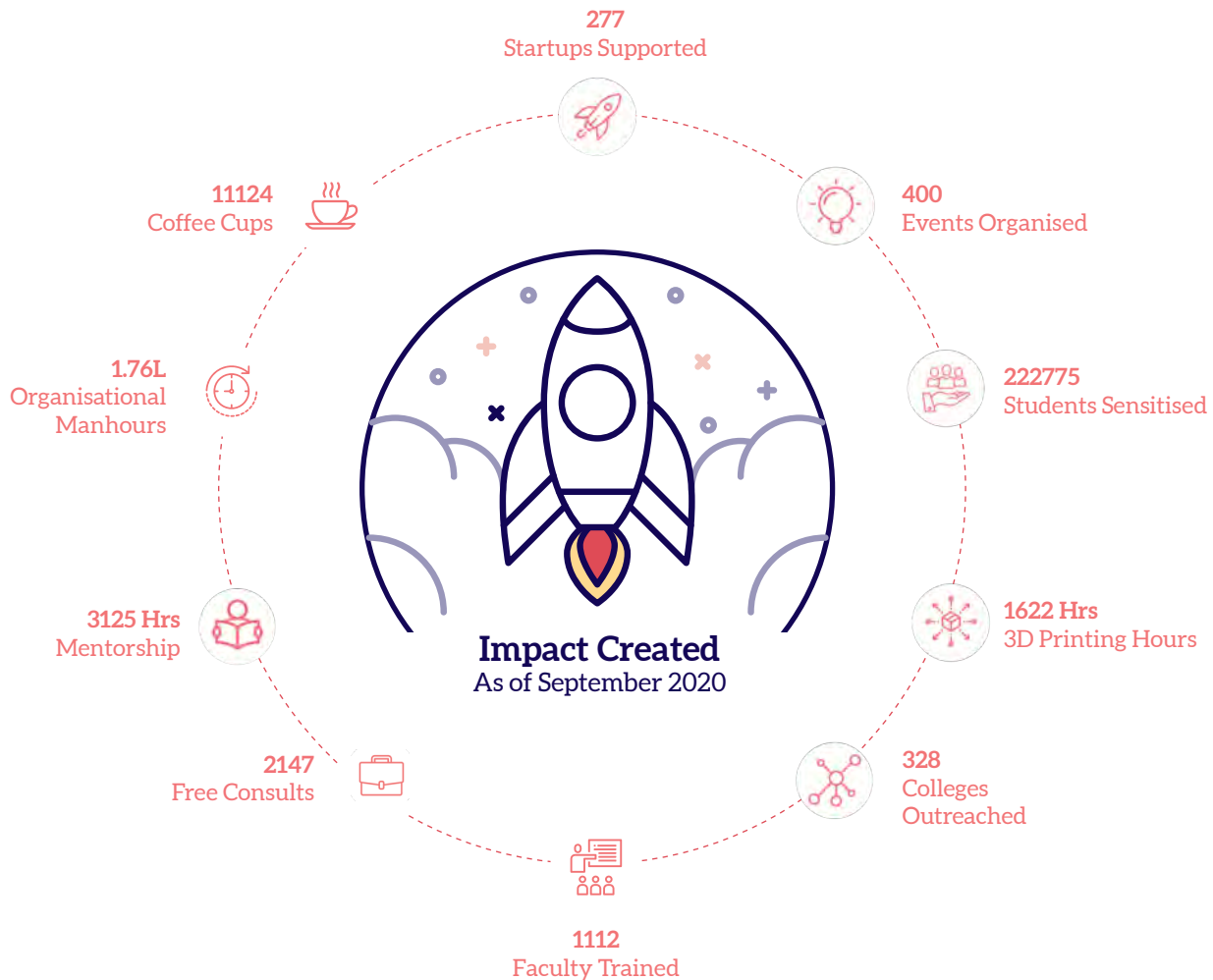


GUJARAT UNIVERSITY STARTUP & ENTREPRENEURSHIP COUNCIL

Annual Snapshot 2020-21

A NIDHI-TBI supported by NSTEDB, DST, Govt. of India





GUSEC's foundation was laid in February 2016, with the aim of being a swift aid and an instrumental way forward for early-stage startups. For that purpose, it was modelled to support innovators and entrepreneurs with every aspect of their enterprise from the first day itself, without any additional costs. This strategy, as we call it 'zero-day, zero-cost', sets us apart from any other startup incubator in the country, making an innovator's journey easier and helping entrepreneurs ease into their business without any pointless costs. GUSEC aims to sensitise and encourage students, adults, and anyone else with a scalable idea to turn their dream prospect into reality and pledges to make India self-reliant by making Indians self-sufficient.



■ GUSEC Patrons

National Science & Technology Entrepreneurship Development Board | NSTEDB

The National Science & Technology Entrepreneurship Development Board is an institutional mechanism to promote and develop high-end entrepreneurship for science and technology manpower as well as self-employment, and facilitate and conduct various informational services relating to promotion of entrepreneurship.



Student Startup & Innovation Policy | SSIP

The Student Startup & Innovation Policy (SSIP) is the Government of Gujarat's effort to provide assistance to startups to aid innovation. It aims to create an integrated, state-wise, university-based innovation ecosystem to support innovations and ideas of young students and harness their creative pursuits.



Ministry of Electronics and Information Technology | MEITY

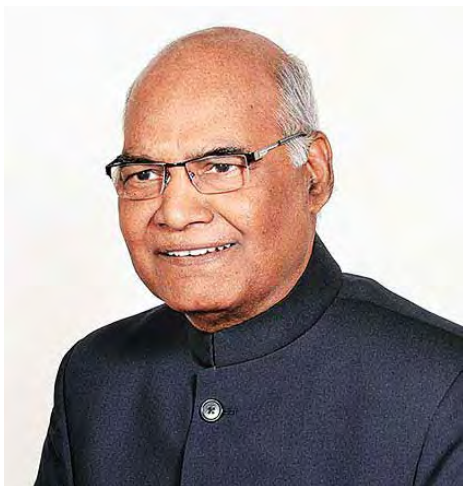
The Ministry of Electronics and Information Technology is a full fledged ministry under the Union Government of India, responsible for formulating IT policies, strategies and development of the electronics industry.



Industries Commissionerate
Government of Gujarat

Industries Commissionerate | IC

The Industries Commissionerate functions under the Industries & Mines Department of Government of Gujarat and implements industrial Policies of the state and central Governments. As part of industrial promotions, the office offers various incentive schemes and subsidies to the entrepreneurs for development and up-gradation of manufacturing facilities. Special focus is given for the development of MSME.



**The Hon'ble President of India,
Shri Ram Nath Kovind,**
appreciates GUSEC during his Keynote Address
at the 66th Convocation of Gujarat University on
January 21, 2018

"I am told that through Gujarat University Startup and Entrepreneurship Council (GUSEC), several new startups are being supported, and that Council for Innovation & Skill Development has also been created. This is a very significant contribution to make students self-reliant. I believe that employability, and enabling students to become self-reliant, and employable, should be a top priority of today's universities."

**Defence Minister
Shri Rajnath Singh**
on Gujarat University Startup & Innovation Policy

"I am delighted to see how GUSEC is making every possible effort to support not only tech startups but startups from other domains as well."





Shri Suresh Prabhu

Former Minister of Commerce

“Gujarat University is one of the first universities in the country to come up with such a policy, and I welcome this initiative. I assure you my full support & I ask you to draft a policy to scale this nationally.”



Shri Anurag Thakur

Union Minister of state for finance & corporate affairs

“At GUSEC, I have witnessed the best innovations and solutions which have been created to address the most pressing challenges faced by our society. I congratulate GUSEC for taking these significant efforts in the field of startups.”



Shri Mansukh Mandaviya

Union Minister of State for Chemicals & Fertilisers and Independent Charge for Ministry of Shipping

“I highly appreciate the efforts made by Gujarat University in the startup ecosystem of Gujarat. The state-of-the-art facilities provided by GUSEC for startups has incredibly encouraged the young entrepreneurs to achieve their set goals.”



Shri Vijay Rupani
Chief Minister, Gujarat

"I am happy to know about the noteworthy efforts taken up towards supporting startups by Gujarat University Startup and Entrepreneurship Council (GUSEC) and I extend my best wishes for the success of the Gujarat University Startup and Innovation Policy."



Shri Bhupendrasinh Chudasama
Education Minister of Gujarat

"Three years ago I inaugurated GUSEC, and I am pleased and satisfied at how the organisation has grown and scaled. GUSEC is a model startup support system that all universities should follow



Vibhavariben Dave
MoS for Women and Child Welfare, Education and
Pilgrimage Department, Government of Gujarat

"The vision of Gujarat University to establish a world-class startup support system is seen to be achieved, considering how GUSEC has always been on top throughout the three years since its inception, when it comes to providing support to startups."



Ms. Anju Sharma, IAS

Principal Secretary (Education), Government of Gujarat

“GUSEC has embarked on a tough job of bringing great minds together, and it gives me great pleasure to say that it is already accomplishing it. Having seen the efforts made by GUSEC team closely, I am confident to say that they have set a benchmark in the startup support system of Gujarat.”



Dr. Anita Gupta

Head & Member Secretary

National Science and Technology Entrepreneurship
Development Board (NSTEDB)

Department of Science & Technology, Govt. of India

“We at NSTEDB, DST, GoI are delighted to note the holistic performance of GUSEC in a short time span of 18-months since instituting of a NIDHI-TBI. The strong, committed leadership of the host institute Gujarat University and the dynamism of Team GUSEC in positioning GUSEC as a performing incubator in the state of Gujarat, deserves compliment. We applaud the efforts of the GUSEC Team and would wish that such dynamic institutional model for incubation be replicated not only in Gujarat but also in other parts of the country, given our new mission to be a Atmanirbhar nation.”



Mrs. Asha Jadeja Motwani,

of Motwani Jadeja Family Foundation &
Silicon Valley philanthropist

“GUSEC is an incredible space in Ahmedabad for both hardware and software startups, one of the best in the country.”



Prof. Himanshu A. Pandya

Vice-Chancellor,
Gujarat University

“As a non-technical university, it wasn’t easy for us to foster innovation when we first laid the foundation of GUSEC five years ago. Today, GUSEC has 250+ startups under its helm, with the potential to support 250 more.

There couldn’t be a better place today for innovators to flourish and thrive than at GUSEC, supported and surrounded by the impeccable aid of Gujarat’s oldest university. I believe that it is doing everything in its power to accelerate innovation and support entrepreneurs, and shall go a long way in making an Atmanirbhar India, as envisioned by our Hon’ble Prime Minister.

The state of Gujarat has always shown a promise of innovation and self-sufficiency, first emanating from Mahatma Gandhi himself, who taught people to spin their own cloth using the spinning wheel (charkha), thus kickstarting the Swadeshi Movement in British India. Gujarat has carried that legacy of self-reliance and innovation which has been proven by the DPIIT Rankings where the state has emerged as the #1 startup state for startups two times in a row.

GUSEC has aspired to carry that spirit of freedom forward by encouraging more and more people to innovate and accelerating efforts to ease people into the field of entrepreneurship. This Annual Snapshot is a testament to the same. I hope and believe that our youth will continue to innovate and work on their ideas rather than seek jobs in the coming time, and GUSEC shall continue supporting entrepreneurs. I welcome everyone with an idea to innovate and be a part of the incredible startup ecosystem of our vibrant state and this university.



Dr Jagdish Bhavsar

Pro-Vice Chancellor,
Gujarat University

In today's day and age, the only way forward is through innovations and revolutions in all the facets of life - and doing what has not been done before. Gujarat University is proud to have initiated GUSEC, which has now emerged as one of the leading authorities on innovation and entrepreneurship in the state of Gujarat.

Through its constant efforts to introduce people from all walks of life to entrepreneurship, GUSEC has been able to establish its outreach to and encouraged school students to innovate through Children's Innovation Festival, college students through its STARTfest program, and women through its herSTART initiative. Moreover, GUSEC's zero-day zero-cost startup support policy encourages innovators to leverage support without worrying about any unnecessary overhead charges.

One of the many reasons why people opt for pre-established professions is their fear of failure in their innovative ventures, and a big reason why some startups fail is the lack of support at initial stages. With the coronavirus pandemic at hand, it may seem like it has become even more difficult to start a startup, but GUSEC has proven that it's simply not true. GUSEC continued to hand-hold its startups through the difficult period of the lockdown. This is just one of the many reasons why we need more and more establishments like GUSEC. Now more than ever, educational institutions carry the responsibility of developing the spirit of innovation and inquisition in their students, and GUSEC, along with Gujarat University are setting an exemplary precedent for other universities to follow. I wish my very best to everyone at the helm of GUSEC for all their future endeavours.



Rahul Bhagchandani

Group Chief Executive Officer,
Gujarat University Startup & Entrepreneurship Council

“Starting with just 20 coworking spaces in 2016, we’ve come a long way in terms of both helping startups grow as well as our own growth. Envisioning the versatile and comprehensive growth of early-stage startups, our aspiration to support startups has only soared. In the past year, we put in place various machinery to handhold startups during the initial nationwide lockdown, assist to ameliorate the ill effects of the pandemic, and help technology startups build an Atmanirbhar Bharat by helping them scale through special accelerator programs. Through constant mentorship and support, we’ve been able to support more than 270 startups and about 1,125 innovative student projects in 5 years. About 306 student startups have been provided with various supportive interventions like incubation space and facilities, seed funding, prototyping grants and expert mentorship.

I’m pleased to witness the growing startup ecosystem in Gujarat state, of which GUSEC startups form a notable segment. We believe that providing grassroot level support to innovators can go a long way in helping their innovation attain its fullest potential. We hope that we can continue to empower creativity through innovation and handhold every entrepreneur who envisages a better future through their ingenious ideas, and provide them with multifaceted support when they require it the most.”



Prof. Ravi Gor

Joint Coordinator,
Gujarat University Startup & Entrepreneurship Council

“Since its inception in 2016, GUSEC has been making an incessant ascend towards empowering innovators and entrepreneurs. Gujarat University is now one of the biggest hubs of learning and inquisitive minds in the state and I believe that it will transform the way we look at universities in the time to come. GUSEC has efficiently meted out the benefits of SSIP to so many student innovators and enabled them to think that their ideas and thoughts are worth something. GUSEC continues to encourage teachers and professors everywhere to build an innovation-driven environment in the classroom and invigorate students to become job creators.

In five years, about 222,775 students have been sensitised to the importance of innovation and entrepreneurship. Various steps have been taken to promote the research to revenue ideology, as a result of which 200 patents have been filed so far. To facilitate the innovative efforts of students, faculty members, researchers, entrepreneurs and the general public, GUSEC is also establishing a global-scale fabrication, prototyping and design lab. Both Gujarat University and GUSEC aim to disburse and vitalise capacity building skills in students and faculty members and provide them with the required tools and knowledge that helps enhance their perceptive faculties. In the coming time, we aim to improve the learning environment and skills of generations to come. I believe that GUSEC shall go a long way in emboldening innovative learning in students, teachers, and all other stakeholders of the education ecosystem.”

Contents

■ 01	Executive Summary	01
■ 02	Organisation, Board & Compliances	03
	Vision & Mission of the Organisation	
	Legal Status (Not for profit, 12AA, 80G)	
	Details of the various Committees	
■ 03	Best Practices	07
	Standard Operating Procedures	
	Achievements of the Organisation	
	Facilities and benefits available for startups	
	Co-Working Space	
	Technical Facilities	
	Fab Lab / 3D Printing / Prototyping Facilities	
	Software & Upskilling Services & Tools	
	Government Grants for Startups	
	IPR Support	
	Lab Support	

■ 04	Incubation Impact	19
	Details of startups	
	Coworking Space Utilisation	
	Stage of Startups	
	Incubation Support Leveraged	
	Startups at GUSEC	
■ 05	Programs, Events & Activities	49
	Resonators, Activators, Awareness Programs	
	Special Programs	
	herSTART	
	Children Innovation Festival with UNICEF	
	Annual Awards	
	Atal Innovation Medal	
	Regional Bootcamps	
	STARTfest	
	Ecosystem, International & National Exposure	
	Startup Community Performance	
	Achievement of Startups	
	Success Stories & Testimonials	
	Initiatives by Startups	
	Incubation Support Leveraged	
	Startups at GUSEC	
■ 07	Notable Visitors	73
	Virtual Visitors	
■ 08	Initiatives during the Coronavirus Pandemic	81
	Breakthrough Accelerator	
	Continuity Accelerator	
	Upcoming FAB LAB at GUSEC East Wing	

Executive Summary

Gujarat University Startup and Entrepreneurship Council (GUSEC) was established in 2016 by Gujarat University, as an autonomous division for promoting startups, innovations and entrepreneurship in the region. In September 2018, GUSEC received the sanction to establish a NIDHI-TBI, and ever since, the efforts of GUSEC have been scaled up rapidly to promote the spirit and culture of entrepreneurship and innovation, and to identify, nurture and directly support startup businesses in the region and beyond through numerous initiatives.

The financial year 2019-20 was the most impactful year for GUSEC, as the NIDHI-TBI was implemented and established in its true spirit and entirety. During FY 19-20, more than 80 new startups were added to the GUSEC network of incubated startups, bringing the total of active startups supported to 139 as of this reporting. Our startups created 182 jobs during this financial year, 100 new events were conducted, and 1200 ideas were overall consulted by GUSEC.

GUSEC also executed the first editions of various programs which are now expected to be repeated on an annual basis given the massive success each of those entailed. This included herSTART (for driving women entrepreneurship), Children Innovation Festival (for driving innovation and entrepreneurial spirit in school children), and STARTfest (to promote entrepreneurship and innovation across colleges).

As of June 2020, GUSEC garnered over 25,900 visits on its website and made a total of 400,000 impressions on all of its social media handles.



As March 2020 ushered in the unprecedented times of the Coronavirus Pandemic and the precautionary lockdown across the country, GUSEC was successfully able to implement a truly virtual, 100% work-from-home system of startup support, stakeholder engagement, and program management. Between March 20, 2020 and May 14, 2020, GUSEC conducted 32 programs, which were attended by over 2861 persons.

Between March 20, 2020 and September 30, 2020, GUSEC conducted 77 programs, which were attended by over 27,724 persons.



Organisation, Board & Compliances

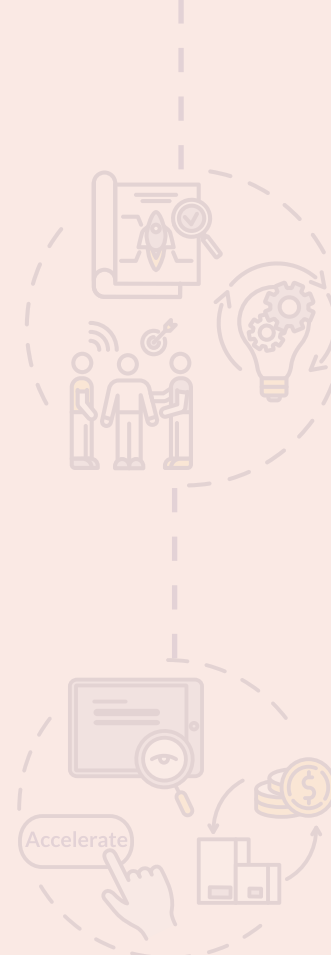


■ Introduction to GUSEC:

Gujarat University Startup & Entrepreneurship Council (GUSEC) was established in the year 2016 with initial support from Gujarat University which is the oldest and largest University in the state of Gujarat.

Established with the aim of fostering the spirit of innovation and the culture of entrepreneurship among the 4,00,000 students of Gujarat University, GUSEC had humble beginnings with the capacity to accommodate around 50 people in the year 2016. Today, after four years of never ending commitment and countless deliberations, GUSEC has become a state-of-the-art, 300 seater co-working space incubation center which has been religiously working towards its goal of leading 1% of the total students of Gujarat University towards taking a plunge into the ocean of entrepreneurship and focusing on innovations. GUSEC has been instrumental in contributing towards the Student Startup & Innovation Policy (SSIP) by highlighting the concerns of students/startups venturing into the field of innovation and entrepreneurship and suggesting remedial measures for the concerns and betterment of the startup ecosystem.

The linkage with Gujarat University has enabled GUSEC to leverage a variety of resources already available at the disposal of the University viz. Infrastructure in campus, laboratories and equipment of the university, faculty and staff intellectual capacity and the network of the University. The University, through GUSEC, has facilitated a no-cost or low-cost use of all its resources to startups such as labs, library, e-content, sports facilities, computing power, etc.





Spectators at the GUSEC stall during the Vibrant Startup Technology Summit 2019

The University's strong network is also regularly utilised by GUSEC to facilitate every startup's success through investments, sales funneling, pilot tests, etc. as well as use world-class amenities of institutions such as Physical Research Laboratory (PRL), Indian Space Research Organisation (ISRO), Institute of Plasma Research (IPR), etc. that the University recognises and works with.

GUSEC involves startups in decision making at all levels, with representations of startup founders in organisational committees including the governing board, and involving of founders in the operational teams as entrepreneur-in-residence. This approach in running a startup support organisation has led GUSEC to become an extremely lean, approachable and productive support system for startups.

As on date, GUSEC equals three nationally-funded incubators, one upcoming Innovation Centre for children and a nodal body for two state-govt policies.

■ 2.1

Vision & Mission of the Organisation

The vision of GUSEC is to empower young Indians with the necessary support and resources they need to become exceptional problem solvers, while one of our primary missions is to convert 1% of 400,000 students across the Gujarat University ecosystem into job creators.

■ 2.2

Legal Status (Not for profit, 12AA, 80G)

GUSEC is a fully, legally compliant institution, duly registered and active as a Section 8, not-for-profit company registered under Companies Act, 2013, since February 06, 2017. The Company is wholly-owned by Gujarat University, with the Vice-Chancellor of Gujarat University as the ex-officio Chairperson and the Company's day-to-day operations are coordinated by a full-time Chief Executive Officer (CEO) of the Company. The Company has the following compliance certifications:

- Section 12AA of the Income Tax Act, 1961, which deals with exemption of Income Tax of an organisation from January 01, 2019.
- Section 80G(5)(vi) of the Income Tax Act, 1961, since July 27, 2019. The section deals with donations made to specified relief funds and charitable institutions as a deduction from gross total income before arriving at taxable income.

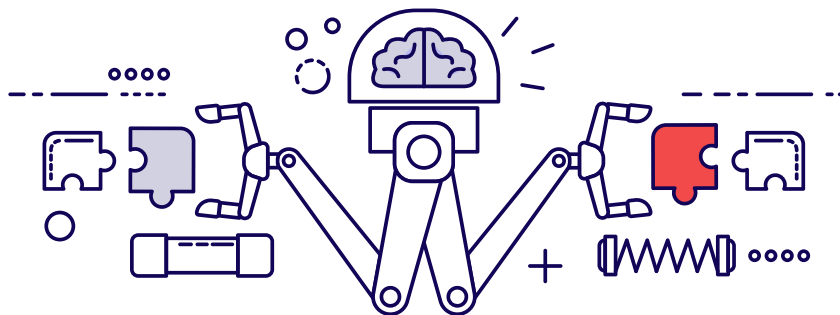


■ 2.3

Details of the various Committees

Various Committees have been formed by the Company for efficient working and optimum decision-making. Some of the notable Committees include:

1. Human Resource Reform Committee
2. Tender Committee
3. Refurbishment Committee
4. Purchase & Procurement Committee
5. University Level SSIP Implementation Committee
6. Startup Scrutiny Committee
7. SSIP Scrutiny Committee
8. IPR Scrutiny Committee
9. Internal Review Committee



Best Practices

■ 3.1

Standard Operating Procedures

GUSEC is truly a model startup support ecosystem, institutionalised within a State University, and in that regard, various SOPs, protocols, processes and systems have been developed by GUSEC for smooth functioning of the organisation.

Several of these SOPs and protocols include:

- 1. Payments & Purchase** - To ensure that GUSEC has a set guideline/ process for procuring required items which may be capital/recurring in nature and to deploy a fixed procedure of payment to vendors as part of operational requirement, an elaborate procurement, payment and finance mechanism, with appropriate financial controls, is established considering the needs of the organisation.
- 2. Grant Disbursement & Utilisation:** SOPs have been established and implemented for startups to understand the step by step disbursement process of various grants disbursed to startups.
- 3. Detailed guidelines developed by GUSEC** during the COVID-19 pandemic to have a safe workplace for all startups. These guidelines were developed after careful assessment of the various parameters concerning the pandemic and how to restrict and control the spread of the same.





UNICEF Gujarat Chief Dr. Laxmi Bhawani signing an MoU with Vice-Chancellor of Gujarat University, Dr Himanshu Pandya

4. Detailed guidelines on work from home policy were laid down to ensure that GUSEC continued to support startups even during the lockdown period. These guidelines consist of minutely compiled instructions and the do's and don'ts when working remotely and the usage of technological platforms such as Zoom, Canva, Slack and other relevant platforms and on the basic ways to effectively communicate and get things done as efficiently as possible.

5. SOP on Startup Incubation - To ensure a step by step process from initial interaction to selection and graduation of a startup supported at GUSEC, including all necessary agreements, documents, forms, etc.

6. SOP on keeping track of the progress of the startup and renewing the incubation tenure based on the progress of incubated startups at GUSEC.

7. SOP on Housekeeping - To make sure that the premises always remains serviceable and safe

■ 3.2

Achievements of the Organisation

IPPO: Gujarat University through GUSEC was selected by the jury for 'IP Emerging Campus of the Year (Non-Legal) 2019' by the Intellectual Property Protection Organisation

SSIP: Gujarat University through GUSEC's efforts was recognised as the best University for startup support by the Government of Gujarat! This year, Prof. Ravi Gor and Prof. Mehal Pandya, our Coordinators for implementation of Gujarat Startup Policy (Student Startup & Innovation Policy Gujarat - GKS) in the state were also recognised by the state government for their outstanding contribution to the startup ecosystem of the state.

TIDE: In April 2020, GUSEC was granted the Technology Incubation and Development of Entrepreneurs (TIDE) scheme with the funding assistance of about INR 3.1 crores from the Ministry of Electronics and Information Technology (MeitY), Government of India.

NSTEDB: The National Science and Technology Entrepreneurship Development Board (NSTEDB), an autonomous board under Department of Science and Technology, Government of India, sanctioned a ₹10 crore grant to GUSEC in September 2020.





President of India speaks to GUSEC Startups

■ 3.3

Facilities and benefits available for startups

3.3.1 Co-Working Space

Situated within the green Gujarat University campus right in the heart of Ahmedabad, GUSEC is one of the most accessible startup support systems in the state. During the year 2019-2020, GUSEC has undergone a major overhaul in terms of upgradation of facilities and resources being provided to startups and innovators incubated at GUSEC.

As on date, GUSEC has the following facilities as part of its co-working space:

1. A 300-seater, air-conditioned co-working space covering an area of approx. 30,000 sq.ft. with modern amenities such as QR-based access control, cafeteria, dedicated meeting rooms, cabin spaces, video conferencing facilities, etc.
2. A next-gen sequencing facility has been installed at the TBI, which along with the entire life sciences, biotechnology, human genetics, botany, physics and chemistry facilities at the university are available for startups to leverage at GUSEC.
3. Access for startups to various periodicals like Economic Times, The Indian Express, Mint, Harvard Business Review, The Economist and many more.
4. Access to over ten auditoriums and conference halls of different sizes and over 100 classrooms available to startups on request. This includes access to the world-class GU Senate Hall with a capacity of 750 people and Gujarat University Amphitheatre with a capacity of 1500 people.



Sprawled across an area of approx. 30,000 sq.ft., GUSEC provides 300 coworking spaces for its startups



5. Access to UGC-sponsored Electronic Multimedia and Research Centre (EMMRC) within the university campus that is equipped with state-of-the-art audio-video recording studio and necessary equipment for producing industry-grade audio-visual content for product videos, crowdfunding sequences, etc.
6. Access to the Gujarat University library which houses over 3.5 lakh books, and provides access to over 1.6 lakh eBooks. All facilities available at the university library are extended to incubated entrepreneurs and innovators by default.

3.3.2 Technical Facilities

In this day and age, without technological intervention, progress can be extremely slow. GUSEC recognizes the importance of the existence of technical platforms viz. software & hardware. Consequently, the following technical support has been put in place so that the startups get uninterrupted mobile network & internet connectivity. Startups have access to the following at GUSEC:

1. 1-GBPS high speed internet is available for startups incubated at GUSEC over the National Knowledge Network (NKN) so that the entrepreneurs/innovators at GUSEC are always connected to the world.
2. GUSEC has partnered with prominent organisations to avail Free Cloud and other Services at low or no cost for incubated startups. Startups incubated at GUSEC can avail \$5,000 in Amazon Web Services (AWS) with credits valid for 1 year starting from the incubation date, premium AWS Business Support for two Months, free access to AWS Essentials 1 day web-based (normally ~\$600/course), plus 8 tokens for self-paced labs (normally ~\$30/lab).
3. Startups can also avail \$20,000 in Google Cloud and Firebase credit from Google Cloud, along with up to 10 free users on G Suite for 12 months.



4. Startups can avail \$500 one-year credit for 12 months, free technical training, mentorship, priority support, and opportunities to connect with other startups, accelerators, and investors.
5. Startups can avail a benefit of 25K SMS credits per month (40,000 SMS credits per month to those startups who have raised funds) for 6 months, courtesy of Msg91.
6. Startups incubated at GUSEC are also eligible for the HubSpot startup program, with 90% discount for Seed Stage startups on all HubSpot software.
7. Intercom standard version is available only US\$49 per month, for GUSEC startups
8. Access to GPU, High end computers and supercomputers (such as Pavan Savak) in the University ecosystem. This includes access to the world-class GU Senate Hall with a capacity of 750 people and Gujarat University Amphitheatre with a capacity of 1500 people.

3.3.3 Fab Lab / 3D Printing / Prototyping Facilities

The Fabrication Lab established in GUSEC is equipped with cutting edge equipment including 3D printers, digital oscilloscope and prototypers for startups to create prototypes at ease.



3.3.4 Software & Upskilling Services & Tools

For the benefit of startups, GUSEC has subscribed to various essential technological platforms which assist the startups in several domains like Business model planning, prototype designing, designing marketing materials etc. These subscriptions include Adobe Creative Cloud, Animaker, Apple Sketch, Biteable, Canva, Envato Elements, Grammarly, Udemy Enterprise, Statista, Moqups, Bizplan, etc.



Prototyping Facilities at GUSEC

3.3.5 Government Grants for Startups

A. Startup Gujarat Grant: GUSEC has been recognised as a Nodal Institute (NI) for disbursing startup funds under the Scheme for assistance for Startups / Innovations of Government of Gujarat. Under this scheme, startups / innovators can avail a funding assistance of up to Rs. 10 lakh for prototype development, up to Rs. 10 lakh for marketing assistance, and a sustenance allowance of Rs. 10,000 per month for up to 12 months.

Startups can avail seed support upto INR 30 lakhs for product development and marketing. Startups can also avail INR 20,000 per month as sustenance allowance; 25,000 per month in case they have a woman co-founder. An additional grant of upto INR 10 lakhs may be availed by startups with significant social impact.

B. SSIP Grant: The Student Startup & Innovation Policy (SSIP) is beneficial to GU students, faculty, alumni, staff and faculties of the affiliated colleges. Non GU- individuals are also welcome to avail support under the SSIP and such support shall be granted as long as there is no conflict of interests or conflict with prevalent policies or rules of the state government or that of the university which may differ from case to case. SSIP gives access to grant funding in the form of resources of upto INR 2 lakhs for startups which they could leverage to build MVPs and prototypes. The fund is focused to achieve a fast-track for startups and to put them on the path of early traction through which they are set to scale. SSIP also provides support upto INR 25,000/- per application to file Patents or other IPR for SSIP eligible applications.

C. MeitY TIDE: GUSEC has been granted the Technology Incubation and Development of Entrepreneurs (TIDE) scheme of MeitY Startup Hub (MSH) with the funding assistance of about INR 3.1 crores from the Ministry of Electronics and Information Technology (MeitY), Government of India. The scheme focuses on identifying, nurturing and supporting innovations in emerging technologies like Electronics, IT, Robotics, AI, IoT, Blockchain, etc. in seven pre-identified areas of societal relevance.





Prof Ravi Gor receiving recognition from the State Government for his outstanding contribution to the Gujarat startup ecosystem'

3.3.6 Incubation Procedure & Criteria

GUSEC permits startups into the incubator on the basis of i) innovation and the product-market fit factor of the product / service, ii) efforts undertaken and competence of the team and iii) business proposition of the startup. Startups are usually incubated for an initial tenure of 1 year, with support made available for a maximum duration of 3 years based on need and performance. Many early-stage startups also go through a six-month preincubation period, before their incubation period begins.

All startups are mandatorily reviewed every quarter at the very least, with further reviews undertaken as per need. All startups are assigned startup success managers from the team, as well as mentors from the GUSEC pool of mentors to regularly review progress. If it is found that startups are not performing as per expectations over two consecutive reviews, startups are asked to leave the incubator.

3.3.6 IPR Support

A. Patent and Trademark: Support for patent and trademark is provided through an IP Cell by GUSEC which is a facilitator for IP-related matters of students, faculty and startups supported by

Gujarat University. Any student/faculty can file a patent and get a reimbursement of up to the full expense borne for filing the patent, as per prior approvals accorded by the aforementioned IP Cell.

B. Intellectual Property Rights: As part of the Make in India initiative, the Govt. of India in January 2016, had launched the Scheme for Facilitating Startups Intellectual Property Protection (SIPP) to connect with startups and protect & promote their Intellectual Property rights.

GUSEC, a beneficiary of Student Startup & Innovation Policy (SSIP) grant by Government of Gujarat, had received a sanctioned total grant of INR 27L for two years, i.e., 2018-19 & 2019-20, earmarked to promote and support IPR amongst the startups, entrepreneurs and innovators. GUSEC has implemented a provisional plan to utilise INR 25L of the grant under SSIP initiative for two major programs entailing:

- Conduction of IPR awareness seminars, conferences or workshops
- Promotion and filing of Trademark/Patent amongst the students, startups and faculties.

To promote & support IPR, Gujarat University signed a Memorandum of Understanding (MoU) with an IPR firm, Y.J. Trivedi & Co., on November 22, 2018, with GUSEC being the nodal body. Interestingly, this partnership not only benefits incubated

For facilitating startups and innovators virtually during the pandemic, GUSEC set up a Startup Resources hub on its YouTube channel, which has ever since amassed over 1.25K subscribers.



GUSEC signs an MoU with YJ Trivedi & Co.

startups of GUSEC but all the dedicated students and faculty members of Gujarat University who intend to file patents for their research in their fields. To promote the IPR culture in the Gujarat University ecosystem, Gujarat University Startup and Entrepreneurship Council (GUSEC) organised a one-day faculty development program (FDP) on Patents and Intellectual Property Rights (IPR) in association with Intellectual Property Protection Organisation (IPPO) on Patents & Intellectual Property Rights (IPR) at Gujarat University, Ahmedabad on 28th November 2019.

100+ Faculty Members from Gujarat University, CUG & affiliated colleges participated in the FDP. The FDP was organised to sensitize faculty members of Gujarat University & affiliated colleges and encourage faculty members to file patents & other IPRs.

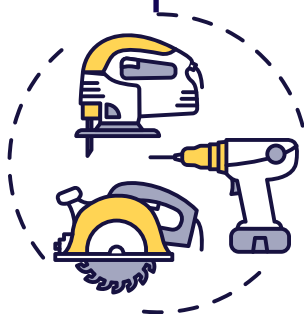
Faculties from 25+ affiliated colleges and other academic institutions participated in the FDP. FDP focussed on sessions on Introduction to IPR, Types of IPR, Importance of IPR, Various types of IPR, how to file patents and trademarks, etc.

IP - Hall of Fame Honours, under the aegis of IP Promotion Outreach Foundation (IPPOF), at the 3rd edition of the 'Intellectual Property Fest' 2019, recognised Gujarat University as "IP Emerging Campus Of The Year (Non-Legal) 2019" for its remarkable efforts in IPR domain. In the year 2019-20, the IPR association had:

- Five Workshops/ Conferences conducted on IPR and Patents
- Twelve Provisional patents filed
- Nine complete patents filed
- One Design patent filed
- Nine Trademarks registered

3.3.7 Lab Support

As on date, GUSEC provides its startups with access to over 40 laboratories and related equipment across a spectrum of specialisations and all departments of the university - from computer science to physics to climate change to forensic science.



Incubation Impact

GUSEC currently incubates 139 startups, but overall 234 startups have been incubated at GUSEC. 80 startups were incubated by GUSEC only during 2019-20.

No.	Particulars	Overall	F.Y 19-20 (till Sept 2020)
01	Students Outreached	222,775	1,73,603
02	Ideas Consulted	4405	1710
03	Events Conducted	294	190
04	Startups Supported	286	138
05	Ideas Commercialized	83	41
06	Product Startups	73	46
07	Jobs Created	1775	628
08	Revenue Generated By Startups	585950946	23.85 Cr
09	Institutes Outreached	145+	75+
10	Funds Disbursed To Startups	2,17,24,995	73,28,961
11	Funds Sanctioned to startups	3,60,13,675	1,27,90,000
12	Funds raised by Startups In External Funding	6.25 Cr	3.13 Cr





■ 4.1

Details of startups

GUSEC currently incubates a total of 139 startups across its various incubation, preincubation and acceleration programs. The following is the breakdown of the startups basis various parameters:

4.1.1 Co-working Space Utilisation

No.	Incubation Type	Startups
01	Fixed coworking using startups	28
02	Non-fixed coworking using startups	82
03	Newly incubated (Yet to be allotted coworking space)	29

4.1.2 Stage of Startups

No.	Incubation Stage	Startups
01	Ideation Stage	19
02	Proof of Concept	77
03	Pilot testing	21
04	Scale	23

4.2

The following are details of the startups supported at GUSEC:

Advait Theragnostics (Health), Kamlesh Patel

At Advait they develop molecular Diagnostics assay for Major Diseases and disorders for technologies like Real Time PCR, Next Generation technology and Microarray.

Aerobotics 7 (Drone Technology) Harshwardhan Zala

Aerobotics 7 is a technical Startup. It makes innovative and advanced products for a better life. The main aim is designing and developing life saving drones.

Alpino Health Foods (FMCG) Chetan Kanani

Alpino believes that the health choices you make today take control of your future and a sound mind lives only in a sound body. It is a brand which brings everything from fitness supplements to health essentials under one roof. Their ultimate goal is to influence people towards leading a healthier lifestyle and a more natural routine with Alpino. They don't believe in fitness freaks, but they do believe in fitness geeks, and that's all you have to be to make your lifestyle better. Eat right, sleep right, and exercise right. They stay 100% true to the ingredients and leave no stone unturned to offer products with impeccable features. Sticking to the finest raw materials and exemplary flavors is how they talk the talk and walk the walk.

“

In May, UrbanKhet, a startup that delivers fresh farm produce straight to customers' homes, worked in close nexus with the Ahmedabad Municipal Corporation to provide people with easier access to vegetables in a time when the effects of the pandemic were the most severe.

”





Aditya Bhatt of AMB Industries being awarded during the SSIP Awards Ceremony

AMB Industries (Energy) Aditya Bhatt

AMB is developing unique energy solutions that have the potential to solve the energy generation problem throughout the world. Its product, the Freejulator is capable of harvesting energy from the atmosphere and is currently able to charge a mobile phone, power light bulbs, microprocessors and street lights. The device is 10 times more efficient and 5 times cheaper than Solar cells. They're also working on long distance transmission of electricity, Insole generator, water battery and vedic super-capacitors.

AltMat (Textiles) Shikha Shah

AltMat processes natural and sustainable fibres which are cost-efficient. It converts agriculture waste of certain kinds to textile fit fibre. These textile fibres can be used to make a number of things from bags to shoes, carpet to clothes etc.

Arion Techsol, (IoT), Devan Chheda

IoT based solution to give a complete view to the officials of Urban Local Bodies for Drinking Water Management supplied to the citizens through Ground Service Reservoir & Elevated Surface Reservoir. Focus on (1) Water Level Monitoring(2) Overflow Monitoring (3)Supply Monitoring(4) Electric Consumption.The objective is to optimize the use & Supply of drinking water to citizens & recover the cost of supply of drinking water by ULB. Commercial & Residential establishments are the next target market.



Anurag Bhatnagar, Co-Founder of ShiftAltCap mentoring startups on the basics of Pitch Deck

Artificial Intelligent Irrigation System, (Agriculture),

Dharmeshkumar Solanki

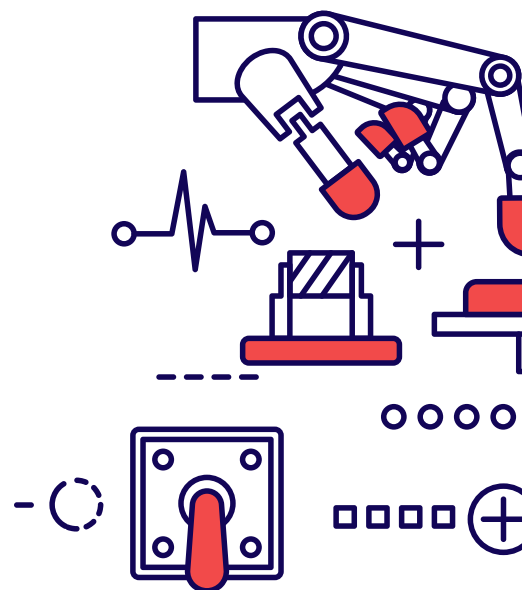
Agriculture accounts for, on average, 70 percent of all water withdrawals globally, and an even higher share of “consumptive water use” due to the evapotranspiration requirements of crops. Competition for water resources is expected to increase in the future, with particular pressure on agriculture. Artificial Intelligent Irrigation System will be required to maximized “consumptive water use” and support continued economic growth.

Bar Spacing and Diameter Counter, (Civil), Gaurav Pawar

Usually at construction sites, workers measure the distance between stirrups by marking method which is very time consuming and laborious as well as it is approximate. They are providing tools for measuring stirrups, bar spacing distance and bar diameter measurement. As they will provide scale of more than one feet so it will be easy for workers to measure the distance. Also they will provide hook shape legs so it will hold the main reinforcement bar.

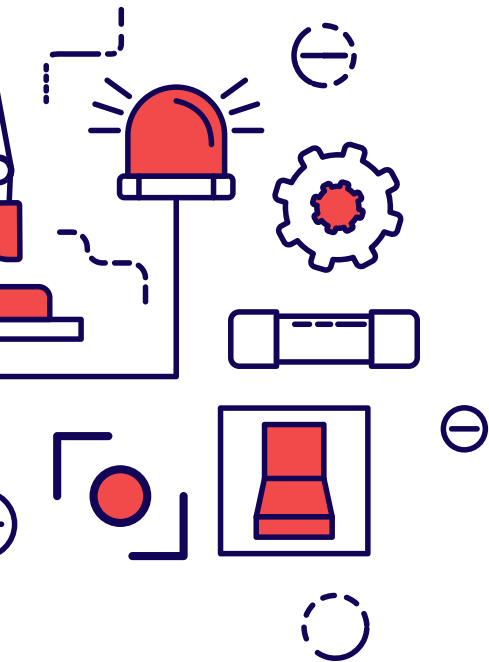
Batset (Electronics), Diptanshu Malviya

They have innovated the new system by adding some components and arrangement of batteries one can charge batteries very rapidly in comparison to an existing charging method.





Shikha Shah, founder of AltMat, showcases recycled fibres to Shri Mansukh Mandaviya, Union Minister of State for Shipping, Chemical & Fertilizers



Bioplastics (Clean Technology), Bindi Patel

Bioplastic is a kind of plastic made out of plant components which is biodegradable in nature. It can truly be the replacement of synthetic plastics because it has almost the same properties as of the conventional synthetic plastics.

BrainItOn (Education) Shubham Jain

BrainItOn! brings fun into learning. Their mission is to unlock the deepest potential of each and every learner, of all ages by making learning fun, interactive, engaging and social through challenges and quizzes. Their website provides users a platform to learn and practice concepts based on their academics, competitive exams or other topics by solving quizzes and challenges. The process is collaborative and interactive where users get a sense of achievement & accomplishment.

Catch, (Mobility), Vinod Thakkar

Catch is a two-wheeler vehicle share startup. Started in Jan 2020 in Ahmedabad, the startup has achieved an active user base in 3 digits with 0 INR spent in marketing. Currently with one point near Income Tax and shortly launching second point near RTO circle and then next points and thus rapidly scaling footprints.

Coaspect, (Saas), Chinmay Thakkar

Coaspect is a centralized platform for construction professionals to manage their pre-construction and construction phases of their projects, Coaspect Manage, a construction management SaaS allows you to track and monitor the project in real time through modules like Document Management (Drawings, Specifications) Project Management (Schedule, Budget, Transmittals, RFI, Submittals, Field Reports), Resources (Material, Equipment) , Quality & Safety . Our pre-construction solution Coaspect Connect

CompData (Analytics) Ravi Somani

They help Investors, Bankers, Buyers and other stakeholders to access critical information relating to the all round information of businesses they deal with. They are India's leading provider of commercial information and insight on businesses. The team has a goal - to be your sole resource for critical information.



Shubham Jain, founder of BrainItOn introducing his startup during a GUSEC school forum meet.

Crelern Technology- Education, Prof. Hemant Vyas

International Data Content Developer (Writing + 3D Visualizer + Simulator) This, at present, is a small team of content writer, modeler, and developer programmer for the development of 3D content of NCERT educational courses in multi languages like English, Hindi, Telugu, Tamil, etc.

Dames Education, (Education), Dhruvil Mehta

It will be an offline and online Teacher Training, Recruitment Tutoring Platform where teachers can teach from their classes or home-tutor a student but all things will be technology enabled from course to material from lecture to Payment System.



Shri Rajnath Singh in a meeting with GUSEC startups

DealIndia (IT) Jigar Upadhyay

Deal India is a platform for manufacturers, distributors, and retailers to get in contact with each other directly by exploring, discovering, and creating opportunities for multiple segments of the supply chain. They want to be a community platform for all the market to promote themselves globally. They have developed a mobile application to create b2b market place by providing comprehensive business solutions to both sides of business.

DentMech, (Healthcare, Saas), Pranay Nayi

It is a mechanical Hands-free Toothbrush incorporating necessary components within a stand that would clean the teeth just by placing it inside the mouth. The device adapts itself to the teeth. The target user market includes Handicapped, Autistic patients, Hemi or quadriplegics or patients with any other Neural dysfunctions



Bhavini Mehta, founder of Outliers Publishing Co, receiving the Exceptional Woman of Excellence Award at the Women Economic Forum.



**Designmakersshop.com, (Textile; E-Commerce),
Aashita Khandelwal**

A time management and a problem solving service to all the designers by providing them numerous fabric options of multiple quality at wholesale price rate. Collaboration with an existing textile manufacturer makes them a one-stop provider of multiple services. They also provide online inventory and supply-stock management to the clients.

DBreath (Medical) Siddhi Vora

Chronic Obstructive Pulmonary Disease is an incurable but preventable disease. The device spirometer measures respiratory parameters which would suggest treatment like smoking cessation, vaccination, pharmacological treatment, non-pharmacological treatment, and oxygen therapy.

Dronation Labs Private Limited (Drone Technology)**Chetan Reddy**

Drone Nation is an end to end aerial solutions provider which integrates custom-built drone hardware and software technologies to provide complete and cost-effective solutions according to customer needs. They currently provide Data acquisition and Data processing services in Aerial Photogrammetry, Mapping & Surveying, Inspection & Monitoring. Their expertise lies in providing better reach, productivity and authenticity against the traditional methods at a lower cost and lesser time for their clients and provide them with complete end to end solutions and business intelligence using aerial data.

E-Vega Mobility Labs (Mobility) Shubham Mishra

Vega Bikes is into building a two-wheeled self-balancing, semi-automatic portable, a mobile vehicle that can help in travel and transporting loads as well as a human from one place to another.

Earth Tatva (Ceramic) Shashank Nimkar

At Earth Tatva they reduce mining of natural resources by up to 60% through recycling of burned ceramic waste and simultaneously reducing energy consumption. As we know, archaeology is based on the fact that ceramic once-fired doesn't biodegrade for centuries. Thus, turning ceramic production into a zero waste manufacturing process, adhering to the principles of circular economy. While vacating landfills. Essentially, doing more and better with less.

Shashank Nimkar, founder of Earth Tatva, won the James Dyson India Award 2020 for converting ceramic waste into new ceramic products.

Visity (IT, MIS, SaaS) Amish Thaker

Visity was formed keeping in mind the offline and time consuming access pass application process which is inefficient in authentication and tracking and renders the concept of 'contactless' procedures futile as security personnel have to check ID proofs manually.



Shubham Mishra of E-Vega Mobility Labs briefing Government officials about his startup

Ecosolutions, (Waste Management), Deep Bhuva

The startup proposes to establish a mini Plastic waste recycling center in a village itself to convert plastic waste into some Valuable Recycled Plastic Products.

Electrike, (Mobility), Sharad Patel

An Electric Campus Vehicle designed and developed to solve the issue of campus mobility in large premises such as airports, railways, university campuses, industrial plants etc. , where one has to travel long distances within campus.

Episodic Labs (IoT, Analytics) Raja K

Episodic Labs is building its first revolutionary sensor-enabled product that will revolutionise how professional cricketers train and practice.

Fluvina Technologies Pvt Ltd, (Health), Mahesh Chopra

They are a pure play patient engagement and behavior change company for chronic diseases. They help in better communication (use of AI to decide communication plan), gamification, education and counseling and monitoring compliance through their smart device.

Foolproof Women Security Device, (IOT), Ansh Patel

The idea comprises a device that has Bluetooth 4.0 LE and has a button. The device connects with a smartphone with an application. When it is clicked an SOS mode is triggered that can send a link with live GPS location to the circle of guardians and in disconnection with network services, it can also automate a call to the emergency services. The SOS can also be triggered with natural human reactions and by Live Activity Tracking making the device a seamless solution for foolproof security.

Freshours (E-commerce) Karan Tankshali

Freshours is a platform which provides free contact-less deliveries of Milk, Fresh Vegetables, Fruits & Breads every morning before 7 AM at the doorstep of users. Orders can be placed till 12AM midnight. It would be a Subscription-based model with key features like no minimum order required & no delivery charges for even a ₹1 order.

FunExpedia (Chal Kabira) (Travel) Rahul Panch

FunExpedia offers the world's most spectacular classrooms to impart leadership, outdoor skills and environmental ethics through learning-based trips to the Himalayas.

Fusionova Beverages(Young Monk brand) (Health & Nutrition) Keval Shah

Young Monk has come out with an innovative range of Fruit juice based drinks fusion-ed with Aloe Vera.



GUSEC startups gather for a discussion on 'AI & ML in Business'

Futuriztic (Automation) Radhika Patel

Futuriztic focuses on designing and developing low cost home automation solutions that are explicitly made in India.

G.E.L.E (Galactus Enhanced Learning Environment) (IT, SaaS), Darsh Bhatt

There are some pitfalls in the current education system. It is difficult for students to understand and visualise some difficult topics in their studies, and so they get disinterested towards those topics. Furthermore, students have limited freedom to imagine and explore the world beyond books. At the same time, it is tough for even teachers to make students grasp such topics without 3D models or videos. G.E.L.E. focuses on providing a platform for rapid growth of education using virtual reality. The content is driven by a panel of Subject matter experts. It intends to create interactive, intuitive and interesting modules, which will increase information retention rate and engagement among students. VR provides immersive experience and helps one visualize almost accurately, thereby accelerating learning and decision making.

GeoSafe (Analytics) Mihir Pandya

GeoSafe is an end-to-end GPS solution for enterprises.

Greenobazaar.com (E-Commerce) Rajan Patel

Greenobazaar is an online Platform (Website and Android & IOS apps) that offers certified organic, natural, recycled / up-cycled products categorized into food / Nutrition, Health care, Personal care, Baby care, Home & living, Recycled and Art & Craft. Greenobazaar promotes and offers pure, healthy and eco-friendly choices of products that a family needs in their daily life, and organic products that are completely free from any harmful chemicals or made without harming nature in any way. They also wish to have few stores across the country in Tier 1 cities only that will act as storehouse cum stores which will reduce their logistic and marketing costs too.

Growing People, (HR Management), Minakshi Kotwani

They have a proprietary process of candidate allocation to the companies depending upon their skills, qualities and passion for the perfect position. The 1st 100 people hired by the company matters the most. Smart hiring and people management is the obvious reason for successful startups. They focus on the startups and companies which aim to scale fast. The key role they play is to get the efficient employees and manage them for scaling up their businesses.

Hello Skate Mobility, (Mobility), Rutvij Dasadia

Developed an IoT enabled Electric Kick Scooters which will be available for Individuals and Businesses on rental basis only. It can be accessed by using their mobile application.



Helloskate Mobility signed an MoU with the Ahmedabad Municipal Corporation to deploy their 'Booz Scooters' at certain hotspots in Ahmedabad, having garnered about 3-4k users until March 2020



Rutvij Dasania of HelloSkate Mobility introducing Booz Scooters to AMC Commissioner, Shri Vijay Nehra in the GUSEC premises

Hubilo, (SaaS, Event Management) Vaibhav Jain

Hubilo's all-in-one Event Management Software takes the hassle out of event management with its suite of event tech features. Using their end-to-end event software one can create websites, make event apps, organize ticketing & registrations and provide networking platforms.

Hustlers Venture (Entrepreneurship) Ronak Bhatt

Hustlers Venture bridges the gap between entrepreneurial ecosystem and Studentpreneurs inside campus using AI enabled technology. They are the best combination of online and offline. They are focusing on small colleges & institutes which can not make the whole ecosystem by themselves.

i-Sure immunostrip (Healthcare), Dr. Alok Pandya

Chest pain found in 1–3 of primary care patients is general practitioners' challenge and accurate screening will provide a powerful tool for triaging patients that must receive critical care vs. non-critical reasons for such pains. i-SURE will be effective in minimizing time-to-treatment initiation and improving health outcomes They have evolved a new assay for highly sensitive H-FABP detection with several novel components over existing POC detection technology.

Idoor (Automation) Piyush Yadav

Idoor designs an app powered smart lock and door bell with face recognition and door assistance.

**ImFuel Technologies, (Solar Energy),
Ravindrasinh Rahewar**

"Imfuel Technologies" uses the solar energy for the production process of plastic to fuel or energy conversion. It will provide mobility to a commercial pyrolysis plant, because it's very difficult and non-profitable to daily transport a minimum amount of waste plastic from the rural and remote areas. Instead of that "ImFuel Technologies" will go to rural and remote areas and set up a mobile plant in a nearby area which will be cost effective and high efficient for sustainable and economic development.

Improved Cigarette (Health) Bimal Patel

Smoking cigarettes is dangerous to health because it contains a major amount of Nicotine and Tar. In this innovative product (Improved cigarette) , an adsorbent is used which adsorbs more than 90% Tar and Nicotine from inhaling smoke of smoking cigarettes. The adsorbent used is purely organic and easily available. People who want to quit cigarettes or minimize their Tar and Nicotine intake can use ' The Improved Cigarette'.



GUSEC Startups during the Industry Interexchange Impact Initiative (i4)



Sarika Chitrodiya, founder of LymbEdge, receiving the First Prize in herStart 2019



Innovative Cancer Care & Rehabilitation Private Limited (Health)
Rishabh Agrawal

A venture focussed on developing and commercializing healthcare and cancer related products for patients. Establishing tobacco wellness centres by providing cost effective counselling and screening services.

Insitu Farming, (Agriculture), Anjali Garg

The startup focuses on Soil less-Water less farming, Plant Tissue culture based finished products, Micro-Virology farming with products in multi factorial areas (Beauty products, food products etc). This concept has the potential to nurture tech based solutions to traditional farming, innovative bio product manufacturing, space free cultivation, reuse of byproducts etc.



Kimailit (Enterprise Solutions) Ashish Thakar

Kimailit.com is an innovative web portal dedicated to writing & vetting business communication (mostly emails) on a guided basis. It aims to support professionals of the MSME and corporate sector by adding value to business communication skills.

Konect Health (Health) Dr. Hiren Kaswala

Konect Health is an online health platform that empowers individuals with better health and disease management.

KrishiBox (Agriculture) Siddharth Rajde

KrishiBox is Tech-Ops driven efficient B2B supply chain for veg-fruits. Using efficient operations & analytics, they're aiming to provide better price to farmers & reducing post harvest wastage

Legitichack (IoT) Joji Varghese

Legitichack is building the world's first and patent filed non fraudulent system to secure academic credentials with their unique hardware tag and software, which will enable to create truly Authentic, Verifiable, Most Secure, Immutable and Trackable academic credentials.

LymbEdge LLP, (Health), Sarika Chitrodiya

Orthopedic device design to prevent or manage after knee surgery therapy with the use of mechanical parts which interface with the microcontroller, display and rechargeable battery unit.

Mfreights (Logistics) Vedant Mankad

MSL is the first web platform for the shipping industry where users can search, compare and book export- import shipments and submit relevant documents electronically. Also users (Shippers/ Forwarders/Agents/transporters/CHA) can compare domestic as well as international logistics freight at one click. Seamlessly Integrated with Shipping lines, Transport Operators, Insurance companies etc.

Motion Matters, (IoT), Aashna Kothari

IoT startup working on smart wearables for form/technique/ posture monitoring and an accompanying virtual coaching app. This technology has applications in sports, fitness and physiotherapy. Their aim is to improve the safety and effectiveness of exercise through continuous feedback of form/technique at scale in a cost effective manner.



Mueble Try Before You Buy, (E-commerce), Darshan Jethwani

Mueble is an E-Commerce application specifically in the furniture segment. In today's scenario when we have to buy furniture products we can only see pictures on E-Commerce Applications. But here Mueble uses augmented reality and computer vision to provide better product visualization and user experience. Through Mueble one can try different furniture products at their location using mobile applications in their phone. Not only this, it also provides customization options where user can customize the product.

Multi-functional Safety Helmet (Hard hat), (Safety & Health) - Dhruv Gajjar

Innovation is about Industrial safety, "Multi-functional Hard hat (Safety helmet)". Industry workers, operators, technicians and engineers are required to wear hard hats (to protect from head injury, electric shock, debris, rain). But they also need some other accessories like a torch, ear plugs, earmuffs and many others. So, the idea is to accommodate all the essential things like a torch, earmuffs and a cooling hard hat which can connect both safety and comfort of humans.

Multiplyr, (Tech, HR), Vikram Parekh

Multiplyr is a sourcing and productivity tool that uses intelligent discovery and matching to connect recruiters with relevant talent. It helps in higher productivity and increased margins via better sourcing as well as enables the search for talent into 3rd degree networks, without parting with ownership of data. It also gives the company control over the work their recruiters do, irrespective of them being on leave, or leaving employment. The app requires no setup required, zero integrations, easy and free to get started

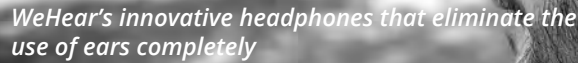
Nirmisu (Textile; E-Commerce), Tejashree Anchan

Nirmisu is a contemporary art platform which works on reviving traditional art styles from all across India. As a part of it, these different styles are executed by a contemporary approach. The starting project is dealing with the block printing art from Gujarat specifically known as Ajrakh print.



Radhika, founder of Futuriztic, talks about her product with the then Governor of Gujarat, Shri O.P. Kohli





Hitesh Patel

[illegible]

Their focus is on the challenges of trucking companies for fleet management and fuel monitoring and providing solutions with the accuracy of 98-99%. They work with the latest and advanced technologies to provide user-friendly, highly accurate, and reliable cutting edge actual solutions with affordable cost to their clients. They produce and market a series of advanced vehicle trackers, fuel monitoring system, and other accessories for different types GPS Tracking Applications like GPS with RFID.

Focusing on the Internet of Things area, developing comprehensive Software as a Service solution to solve real time IoT problems. A team of experienced engineers, researchers and enthusiasts together defining the new age IoT platform.

Infius Tech makes pocket-size computers designed with the efficiency to operate on a low-energy mechanism while withholding capacity to process complex computations.

Organic pickle, (Food and nutrition) Dr. Dilip Vasava

Manufacturing of Organic Pickle, from material which is easily available from forests. The organic pickle is not in the market or may be rarely available in some parts of Gujarat. Production of organic pickle is from Bamboo, Beal fruit, Kakad.

Pathya, (SaaS), Mukund Patel

Pathya enables Gym, Studios, and Nutritionist to offer a white-labeled fitness platform to their members. It provides features like diet-plan, workout schedule, food log, nutrition details, recipes, fitness app tracker integration and on-demand access to a coach, which can help users to achieve their goals up to 30% faster.

PICFY, (E-commerce; IT), Ashish Sudra

PICFY is a comprehensive multi platform photo and video editing application.

Pious Air Pvt. Ltd., (Energy), Manojkumar Jena

The startup had designed and named the equipment, which processes the polluted air from the environment and gives out the fresh air within a desirable limit as required for a healthy environment. Also this system is capable of reducing the ambient temperature as well by 10 Degree Celsius.

Plushvie (ECommerce) Aagam Shah

Plushvie is an online marketplace for authentic jewelry which brings reputed jewelry retailers on a single platform so that buyers get ease of shopping with 100% assurance of getting authentic jewelry products for their money. They also offer best-in-market prices and offers to the users.



Aagam Shah, founder of Plushvie, demonstrating Plushvie's JewelTry feature to an audience



Plutomen Spaceforce Pvt Ltd (IT) Alen Abraham

Plutomen has developed a mobile application, Photobook Camera which shares media content to a single or set of people swiftly.

Point of Interaction System (IoT, SaaS) Rishabh Agnihotri

Point of Interaction System is a digital interaction assistant which connects merchants to consumers by creating seamless user experience like walk-out payments, automatic ticketing, smart point-of-sale, etc.

PreBOO (Education) Kushal Trivedi

PreBOO is a communication solution for teachers, tutors, and administrators of pre-schools and kindergartens, allowing activities of children to be shared with concerned parents in real time.

Pureyarns (Textile) Hrushil Shah

Employing unique properties found in Natural Banana Fibres obtained from Banana Plant stems to make Yarns and ultimately fabrics which have distinctive properties like UV Resistance, Flame Resistance, Pest resistance, Radiation absorption etc. These fabrics find applications in various fields of Technical Textiles as well as the eco-conscious consumer market. Start-up will also focus on research and development in Banana Fibre Yarns.

Reelo (SaaS) Parin Sanghvi

Reelo is a marketing automation and CRM solution for small & medium businesses. Their vision is to become the Salesforce.com of hyperlocal retail. With customer insights and an easy to use system, small business owners who couldn't afford the hassle or time to set up a complex customer management system could deploy a loyalty and marketing system quickly, and have access to the customer behavior data that gave them some of the same tools and insights that were previously only available to their big box competitors.

Renovate Earth, (Waste management)

Prasant Kumar, Krupa Shah, Vishrut Shah

Start-up focuses on potential use of Microbes such as bacterial endophytes, hydrocarbon and xenobiotic degrading bacteria in phytoremediation. Microbes that colonize and adhere to rhizosphere, stimulate growth and increase tolerance to abiotic stress caused due to different pollutants

Revenue-from-waste, (Waste Management) Riddhi Patel

The startup is working to provide a helping hand revenue to farmers from waste by providing a potential interface, including an initial web-portal and an android app.

Rivera Namkins Pvt Ltd (Food Processing) Manoj Ukani

Rivera converts & processes farm products and meat into ready-to-eat food products.

Roastea, (Food), Chaitanya Bhamidipaty

They are beverage partners who endeavor to serve a fresh cup of coffee and tea at the corporate doorsteps. They procure the coffee from Coorg and Chikmagalur and tea from Assam. Further, theirs is a solely fresh milk based model- No preservatives, no premixes and no additives. They set automatic proportions, Hygienic brewing (with auto controls), efficient after sales services and the use of farm fresh products helps them serve great qualities of tea and coffee 24X7 365 days.



Putting Dings in the Universe: Startup Founders Meeting

Royal Gabat was recognised as the Startup with Best Intellectual Property for the year 2020 by the Intellectual Property Protection Organisation (IPPO)

Royal Gabat Food Science and Technology LLP (Health & Nutrition) **Raj Shah**

RGFST LLP has been incorporated with a vision of making tasty and healthy food items, creating sustainable farms to fork value chains for medicinally beneficial plants and herbs.

Runflat system (Mobility) Nirav Panchal - Runflat system is a polymer device fitted on wheels rim. It adds mobility to a vehicle in case of terrain or ballistic related tyre damage.

SAFEPLATE- Manufacturing, Pritesh Panchal

SAFEPLATE designs number plates for vehicles, the design not only avoids damage but also enhances the look of the vehicle.

Two of GUSEC's startups, Plutomen ARMS & SciKnowTech qualified for the Final rounds of the National Startup Awards 2020 organised by Startup India.

SciknowTech (Education) Dr. Megha Bhatt

The main aim of SciTech is to expose kids to "Experiential Learning" and develop to build Scientific temperament and aptitude in children upto Grade 8 by different languages of learning.

Smart Karobaar (IT) Mukul Sachan

Kaarobaar is a neo-banking application which helps an MSME/small business owner in aggregating his business activities like book-keeping, payments, collections, sales & marketing communication with customers, as well as access to financial products like loans, insurance and investments, at one place. MSME would also have the option to rate counterparties based on their payment/credit behaviour. This should bridge the information deficit and make access to credit for a micro enterprise possible.

**SuperParents, (Pre School Education),
Seema Bhattacharjee**

Super Parents is a one stop solution portal catering to parental needs. It provides quality content in the parenting space which is appropriate and applicable to their child's age and interests/needs such as preschools, schools, activity centers, health and nutritional aspects, parenting tips and content, educational toys and various other child products, etc.



GUSEC startups interact with Lt. Gen. KJS Dhillon, Commander, XV Corps, Indian Army



Aabhas Senapati, Founder, Thing Finder, exhibiting his product to Kizō Hisamoto, Mayor of Kobe, Japan

Taarika (Food), Prachi Patel

As Protein energy malnutrition is a major public health problem in India and this affects the child at the most crucial period of time which can lead to prevalence impairments in lateral life so they have formulated cost effective and value added products from the small scale waste (seed cake). They have designed a suitable cost effective protein rich product with nutritive enhancers.

15-year-old Aabhas Senapati, founder of Thing Finder, managed to place among the 40 winning teams at the Massachusetts Institute of Technology's COVID-19 Beat the Pandemic II Hackathon. Not just this, his team bagged the second place at IBM's Call for Code Challenge.

Thing Finder, (Lifestyle; Technology), Aabhas Senapati

They've developed a device that can be used by common people and people suffering from Alzheimer to easily locate their important things .Thing Finder is a tag to be attached with the things that are easily misplaced and can be found easily by making a request on any of the virtual assistants to find it , which will then trigger the buzzer in the tag over internet or a local network without internet and it finds the things just like finding a phone.

UMMEED, (FMCG) Harshil Pujara

UMMEED is an agri-based startup aimed at directly linking organic farmers to consumers to ensure better pay for farmers and a healthy, chemical free produce for consumers at the right price.

urbanKHET, (Agriculture), Priyam Sameer

Urbankhet is a technology driven aggregator for empty urban spaces. They make Micro Farms, that are high yield farms and can produce up to 1kg/sqft. They intend to create a hyper local network of micro farms. There are three stakeholders in their Micro Farms, the person with the space, the second is the investor and the third is the technical stakeholder which can be any technically approved agency on their checklist or they may prefer to do it themselves.

**vCura Wellness Solutions (P) Ltd, (Wellness),
Dhiraj Sharma**

vCura Wellness is into Holistic Child well-being with focus on Physical, Emotional and Social aspects. Their assessments enable early identification of Emotional and Mental Issues

WeHear (Health, Electronics) Kanishka Patel

WeHear is working on developing a revolutionary hearing aid using bone conduction technology.

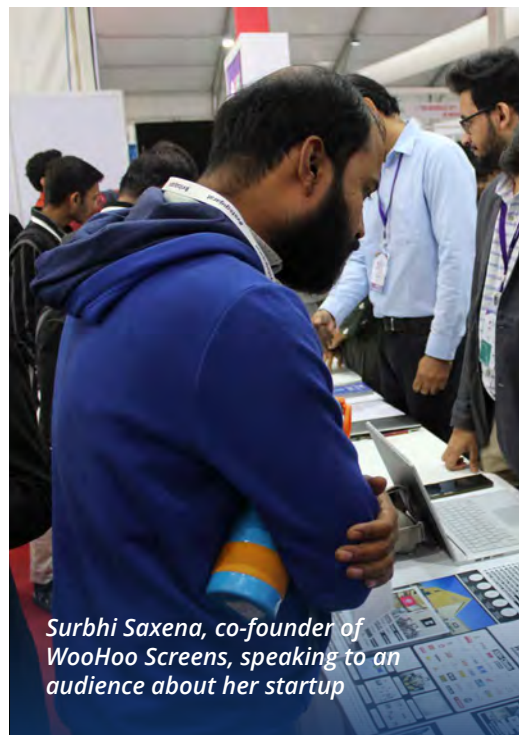
“

Null Innovation was awarded 'Excellence in Data Management & Analytics - 2020' by the AI Global Media Group, Staffordshire, UK.

”



Kanishka Patel of WeHear, illustrating his earphones to Dr. Yasmin Ali Haque, UNICEF Representative to India



Surbhi Saxena, co-founder of WooHoo Screens, speaking to an audience about her startup



WooHoo Screens, (E-commerce; IT), Surbhi Saxena

WooHoo Screens started with a mission to provide best OOH space for Video Advertisement to brands and is a registered start up in government of India. With 25 large format/outdoor screens & 150 digital billboards in 5 cities of Gujarat, WooHoo is the fastest growing Digital OOH media of advertising. It is covering 90+ high footfall locations & enabling the reach to 3 Crore+ people on a daily basis. WooHoo Screens aims to focus on high engagement from hyperlocal audiences to the brand presenting the advertisements.

Wrist Exerciser, (Medical Equipment) Mr. Pragnesh Patel - It is a device which can be used to perform different wrist exercises. It is made up of iron. it can be used for patients of various conditions like colle's fracture, median and ulnar nerve injuries, proximal forearm injuries.



Zifcare (Medical, IT) Rohit Chopra

Zifcare aims to empower patients to manage their own health by creating an online resource for medical information available in English and Indic languages.

“

In August 2020, Outliers Publishing Company's Book 'Breathe' became an International Bestseller, their fifth one in a row!

”

Programs, Events & Activities

■ 5.1 Resonators, Activators, Awareness Programs

GUSEC Activate

Activate is a student engagement program structured to promote entrepreneurship and innovation across the Gujarat University ecosystem. The program drives various entrepreneurship oriented sessions like inspirational talks, workshops etc. giving students enough exposure to start-up as well as access to various opportunities to work on their ideas as well as inspire others to do the same. So far GUSEC has organized more than 70 Activates. By the initiation of Activate programs, around 1,76,214 students were sensitized about entrepreneurship and innovation. Out of these, a significant number of ideas are converted into startups.

GUSEC Townhalls

GUSEC Townhall is an informative session drawn up with the aim of starting a dialogue with startup applicants who were not selected on their initial application to GUSEC. The motive is to make them understand what went wrong in their earlier pitch and educate them about important aspects of building a sustainable and innovative venture. So far, GUSEC has organized 2 town halls and more than 400 innovators were given handholding support for their ideas and encouraged to re-apply for incubation after refining their ideas.





A GUSEC Townhall Session in progress

GUSEC Docknings

GUSEC Docknings is a networking platform for incubated startups. Once in a month, Docknings is scheduled, allowing all the incubated startups to interact with each other in a casual environment. This activity has been proven to promote a strong network building within the startup community of GUSEC.

GUSEC Liftoff

It is a program curated to enhance the onboarding process of startups at GUSEC in a structured way. It is composed of an array of sessions, bootcamps, and workshops, which are focused to grow the analytical as well as creative thinking skills of the startups. So far 100+ startups have attended an array of sessions, bootcamps, and workshops which focussed on improving the analytical as well as creative thinking skills of them. Lift off comprises sessions on Design Thinking, Ideation & Validation, S-Grills, Lean Innovation, Business Model Canvas and Legal.

GUSEC Trigger

It is targeted to sensitize as many as faculty members of Gujarat University as possible, to startup and entrepreneurship. The trigger initiative is a comprehensive framework to involve faculty members as key stakeholders in the startup and innovation movement of the university, and the initiative plays a key role in tickling down major activities proposed under this policy. Under the trigger initiative, GUSEC sensitized more than 2000 faculty members of Gujarat University. It also provided comprehensive training to at least 500 of GUSEC's Institute Faculty Coordinators.

5.2 Special Programs

5.2.1. herSTART

herSTART- a bootcamp and pre-incubation program for women entrepreneurs is a unique initiative by GUSEC partnered with TIE Ahmedabad to provide young, aspiring women entrepreneurs a platform to start-up and boost their talent. A lower rate of participation of women entrepreneurs in comparison to the male entrepreneurs in the ecosystem encouraged GUSEC to conceptualize the herSTART program to promote women-led startups/businesses.

The first edition of herSTART bootcamp was conducted on March 1-2, 2019. Mentor sessions on quintessential domains in the startup ecosystem were curated and scheduled for the two-day bootcamp. Out of 120 participants, 35 participants were selected for the three months pre- incubation program at GUSEC based on their jury presentation.

The top 5 participants were rewarded with a sponsored cash prize worth INR 10 lakhs along with several other benefits like access to market in Israel and the UK, access to GUSEC Surge fund, Cloud credits of upto USD 20,000 and membership of British Library as well.

herSTART



120
Boot camp
participants



650+
Total Applications
were received
from across
Gujarat



10 Lakh
Sponsored Cash
Prize



35
Ideas selected for
pre-incubation



Winners & Participants of herSTART



Top 30 winners of CIF 2019



5.2.2. Children Innovation Festival

GUSEC, in partnership with UNICEF, organized a first of its kind initiative wherein a platform was laid to encourage children led innovations. GUSEC has been at the forefront in leading the student startup and innovation movement in Gujarat since its inception in 2016.

The idea of the festival was to nurture children in the entrepreneurial field and encourage them to innovate in their fields of interest. This was also an opportunity to find emerging children innovators from Gujarat and give them a platform and guidance to excel further. The festival incorporated children innovations and startups, engaged these young innovators across a boot camp, a conclave with multiple stakeholders and an exhibition of the selected startups. This was to celebrate and nurture entrepreneurial behaviour among children and young people. Through CIF, it was envisioned to give a platform to young aspiring innovative minds and facilitate the emergence of children-led startups in the region. The Top 30 selected ideas are given incubation support including access to government grants, free co-working space, mentorship, cloud credits over US\$20,000 (approximately ₹14,00,000), networking access and other benefits through GUSEC and Gujarat University



Applications from 22 districts of Gujarat
478 applications received



979 Students participated



114 Teams comprised of **216 students** made it to the bootcamps



Top 30 teams comprising of **40 boys and 23 girls** from **23 schools of 9 districts** of Gujarat



Youngest student **5th standard**

CIF Overall Impact

Total number of Applications Received	478
---------------------------------------	-----



Percentage of Boys participated	76%
---------------------------------	-----



Percentage of Girls participated	24%
----------------------------------	-----

Count of districts of Gujarat involved in the CIF	22
---	----

Count of state from where applications received	18
---	----

Applications received from the Tier-1 cities of Gujarat	263
---	-----

Applications received from the Tier-2&3 cities of Gujarat	73
---	----



Total number of schools participated	66
--------------------------------------	----

Total number of students selected for the Bootcamp	216
--	-----



Total count of teams selected for the Bootcamp	114
--	-----

Total count of Boys selected for the Bootcamp	157
---	-----

Total count of Girls selected for the Bootcamp	59
--	----

Youngest Participant in the Bootcamp(w.r.t. standard)	Std. IV
---	---------

Average students per team	2
---------------------------	---





Total ideas selected after the Finale	30
---------------------------------------	----

Total number of students in the top 30	63
--	----

Total number of Boys in the top 30	41
------------------------------------	----



Total number of Girls in the top 30	22
-------------------------------------	----

Youngest participant in the top 30	Std. V
------------------------------------	--------

District representation in the top 30	9
---------------------------------------	---

At the end of the festival, 30 teams were selected for pre-incubation support by GUSEC.

These 30 teams led by school students were felicitated by the Honourable Chief Minister of Gujarat, Shri Vijay Rupani, during the felicitation ceremony of Children's Innovation Festival (CIF) organised at Swarnim Sankul 1, Sachivalaya, Gandhinagar on Monday, January 06, 2020.

Alongside the Chief Minister, the Education Minister Bhupendrasinh Chudasama, Minister of State Vibhavari Dave and Principal Secretary for Education Anju Sharma were also present at the program.

5.2.3 Annual Awards

The Union Minister of State of Finance and Corporate Affairs, Shri Anurag Thakur visited Gujarat University Startup and Entrepreneurship Council (GUSEC), a startup support system, preincubation centre and incubator of Gujarat University, to explore efforts undertaken by GUSEC to support student entrepreneurs, innovators, and startups. The Minister interacted with a number of startups supported by GUSEC and spoke to them about their ideas, innovations, business plans and avenues for growth.

The Minister then visited the Gujarat University Senate Hall for the GUSEC Annual Awards 2019 ceremony where he addressed a gathering of notable dignitaries, research scholars, students, faculty, GUSEC startups and startup ecosystem stakeholders, after felicitating the award winners. The Minister along with Vice-Chancellor and Pro-Vice-Chancellor of Gujarat University, Group CEO of GUSEC and Jt. Coordinator of GUSEC also unveiled the annual snapshot document of GUSEC.



GUSEC Traction Award

Reelo - Parin & Prit Sanghvi

Reelo is a marketing automation and CRM solution for small to medium businesses like restaurants and cafes.

Royal Gabat Food Science and Technology - Raj Shah

Royal Gabat Foods offers food products that carry medicinal properties and they actually taste good!



GUSEC Social Impact Award

SciKnowTech - Megha Bhatt

SciKnowTech is a startup which exposes kids to “experiential Learning” and develops to build scientific temperament and aptitude in children upto Grade 8 by different languages of learning.



GUSEC Impact Award

Rivera Namkins - Manoj Ukani

Rivera Namkins is converting farm produce like grains, pulses, fruits, vegetables and meat into ready to eat products.





Dignitaries and Awardees at the Annual Awards



GUSEC Rise Award

Aagam Shah - Plushvie

Plushvie is a unique online platform for authentic jewellery connecting the local reputed jewellery retailers and consumers at a single platform.

Vedant Mankad - MFreights

Mfreights is the first web platform for the shipping industry where users will be able to search, compare and book export import shipments.



GUSEC Fellows 2019

Vatsal Maniar

Vatsal Maniar and his team are developing a pocket-sized computer with enhanced capabilities than the conventional computers.

Rishabh Agnihotri

Rishabh Agnihotri's startup-Blecan innovations is a smart universal platform for food, retail and events which bridges the gap between users and merchants.

Kanishka Patel

Kanishk and his team have developed a revolutionary hearing-aid which is said to be effective even to patients having 70% deafness.



GUSEC Technology of the Year

AMB Industries - Aditya Bhatt

AMB Industries is developing unique energy solutions which have the potential to solve the energy generation problem throughout the world.



Gujarat University Startup Ratna 2019

Jatin Chaudary

Mr. Chaudary putr tireless, passionate, consistent and significant efforts towards building a startup ecosystem in our vibrant state of Gujarat over the last decade.



Ecosystem Stakeholders Recognition

TiE Ahmedabad

TiE Ahmedabad have been instrumental in executing GUSEC events like herSTART and Children Innovation Festival. With the great pool of mentors and innovative ideas' acceleration, TiE Ahmedabad has been recognised for its continued support as the most trusted Ecosystem Partner in the state's startup ecosystem.

Motwani Jadeja Family Foundation

Motwani Jadeja Family Foundation has been supporting GUSEC startups and innovators in exploring Silicon Valley as part of the well-known Rajeev Circle Fellowship. With the support of MJFF, GUSEC is establishing world class FabLab in the GU campus which will be equipped with high end equipment to develop prototypes of innovative ideas.

Gujarat Innovation Society

Gujarat Innovation Society has provided a platform to all youngsters and innovators to come forward and take on entrepreneurship as a career.

Y J Trivedi & Co.

YJ Trivedi & Co. played a vital role in promoting IPR awareness and handholding support to innovators, students and faculties in protecting their innovations with different IPs.



GUSEC Student Innovator of the Year

Bindi Patel

Bindi Patel is making bioplastics made out of plant components which are biodegradable in nature and hence a true replacement to single-use conventional plastics.



GUSEC Innovation Prize

Prof Hitesh Patel, Chemistry Department

Prof Hitesh Patel has put in best efforts to invent a patented diagnostic kit for M. Tuberculosis(MTB) and MDR-TB and was also granted a patent for the same.



GUSEC Faculty Coordinator of the Year

Prof Manish Thaker, MG Science Institute

Prof Manish Thaker has made incredible contributions towards the development of the startup awareness and doing GUSEC programs in MG Science Institute.



GU Startup and Innovation College of the Year

Bhavan's Sheth RA College of Arts and Commerce, Ahmedabad

The college played a significant role in establishing a startup culture in the college and actively participated in various startup-centric events



GUSEC Community Award

Kushal Trivedi

Kushal has developed a platform under the name of 'PreBOO' as a communication solution for the teachers and tutors of pre-schools and kindergartens, allowing activities of children to be shared with the concerned parents in real time.

Bhavini Mehta

Bhavini's startup PublishBook is a Technology startup which offers publishing, book printing and distribution options to authors and publishers from around the world.



GUSEC Startup of the Year

AltMat - Shikha Shah

AltMat is the only company in India which is converting agriculture wastes to textile fibres. The fiber is as strong as normal fiber and can be created with less resources.

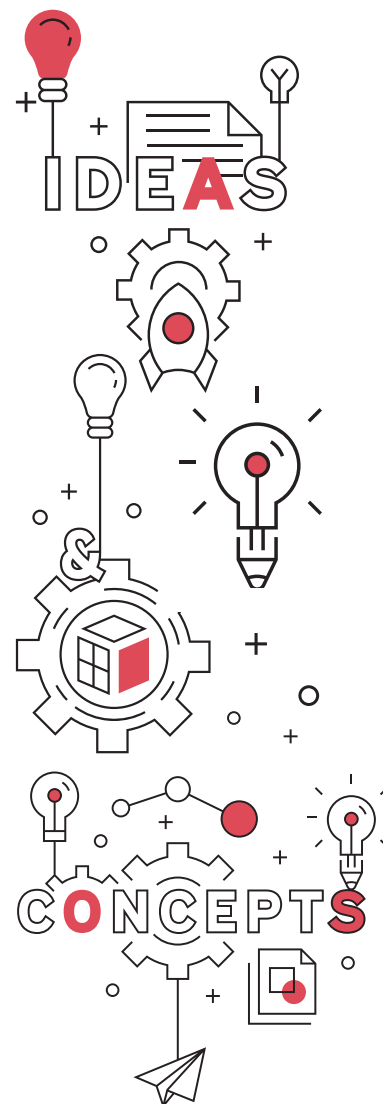


5.2.4. Atal Innovation Medal

Since 2019, the Atal Innovation Medal has been conferred in honour and memory of former Prime Minister Atal Bihari Vajpayee to Innovators who have been successful in their startups and have been able to make an impact. During the F.Y 19-20, the award was conferred to Mr. Kanishka Patel from WeHear Hearing Solutions LLP and Ms. Bindi Patel from Bioplastic. The medal and certificate was conferred to Innovator during the highly guarded 68th convocation ceremony of Gujarat University on 30th January, 2020.



Winners of Atal Innovation Medal 2019: Kanishka Patel of WeHear and Bindi Patel of Bioplastic





Vatsal Maniar of Odinub with Bhavan College students

5.2.5. Regional Bootcamps

Bhavnagar University Bootcamp: GUSEC in association with Bhavnagar University had organised the Bootcamp for the students of Bhavnagar University on 21st August 2019. Around 120 participants have participated in the full day Boot-camp. Boot-camp consists of sessions like Introduction to GUSEC, Interaction with GUSEC Startup Founder, Session on business development, mentor session by successful entrepreneur, Ideation workshop, Startup India Session etc. At the end of the Boot-camp pitching session was conducted for the local entrepreneurs who had participated in the Boot-camp.

Bhavan's College Bootcamp: GUSEC in association with Bhavan's College, Ahmedabad had organised the Bootcamp for the students of Bhavan's college on 19th August 2019. Around 120 participants had participated in the full day Boot-camp. Boot-camp consists of sessions like Introduction to GUSEC, Interaction with GUSEC Startup Founder, Session on business development, mentor session by successful entrepreneur, Ideation workshop, Startup India Session etc. At the end of the Boot-camp pitching session was conducted for the local entrepreneurs who had participated in the Boot-camp.



Students of Bhavnagar University at the Startup Bootcamp organised by GUSEC

5.2.6. STARTfest

STARTfest is the hunt for the best startup ideas from the Gujarat University ecosystem. An initiative by GUSEC, STARTfest aims to scout, guide and support the students who are willing to work on their ideas and take the plunge into entrepreneurship. Designed exclusively for GU students!

Benefits under STARTfest:

- Incubation support at GUSEC
- Cloud credits worth upto \$20,000
- Networking & Mentorship
- Access to Government Grants
- Free Co-Working Space

STARTfest Phases

- **Phase 1:** Apply online - Fill up the form to apply for pitching your idea.
- **Phase 2:** Pitch - Selected applicants would be called at their nearest college hubs where they will present their 2-minute elevator pitch in front of jury members. Shortlisted applicants would be further selected for a 2-day boot camp.
- **Phase 3:** Boot camp - Bootcamp will be a crash course on the basics of starting up. It would include expert sessions on various topics relevant to early-stage ideas after which participants would be mentored for their pitch. It will be followed by a pitch competition on day-2 from which the top 15 teams would be selected for the pre-incubation.
- **Phase 4:** Felicitation and Recognition - Winning teams would be felicitated on GUSEC foundation day by eminent dignitaries. More than 30 colleges had been outreached through roadshows for the STARTfest and more than 2500 students sensitised about the STARTfest.

STARTfest



440
Student
Registrations



293
Applications
Received



104
Colleges
Participated



377 M / 63 F
Students
Participated



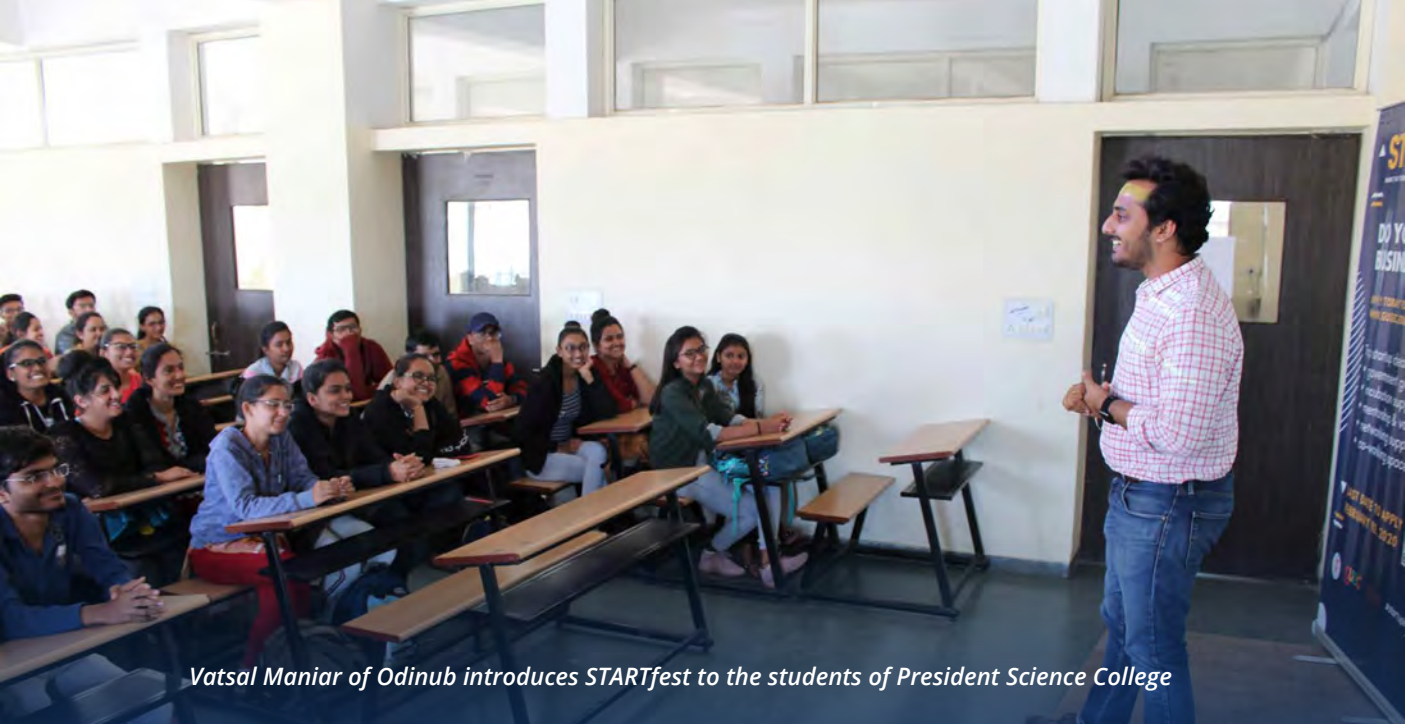
48
Applications / 95
Students selected
for Bootcamp



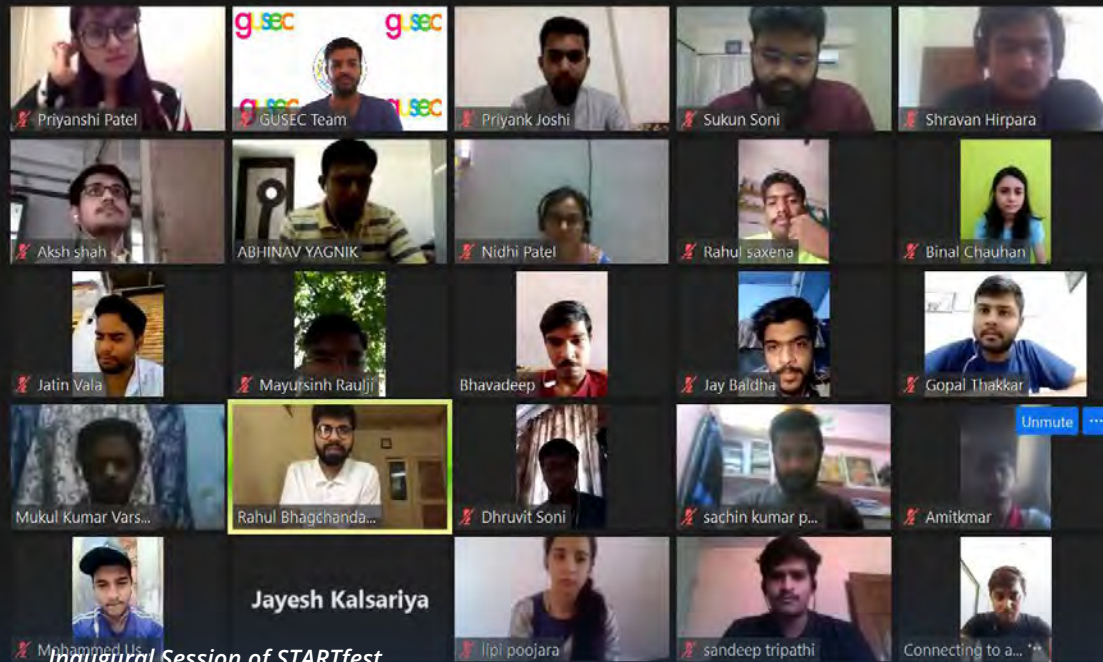
21
Teams made it to
the final round



03
Ideas selected
for Pre-incubation



Vatsal Maniar of Odinub introduces STARTfest to the students of President Science College



Inaugural Session of STARTfest

■ 5.3 Ecosystem, International & National Exposure

Vibrant Startup & Technology Summit 2019

The Government of Gujarat hosted a three-day event named Vibrant Startup and Technology Summit, full of experiential learning and networking for start-ups and aspiring entrepreneurs. Designed as a platform for innovators and entrepreneurs from across the world to meet and interact, the event will include a notable line of expert speakers addressing a range of challenges and doubts related to entrepreneurship with the theme of Experience the Next.

The summit was scheduled for 12th, 13th and 14th December 2019 at Science City, Ahmedabad. More than 10 start-ups of GUSEC have represented their products/services in the exhibition area of Vibrant Startup and Technology Summit. During the event, GUSEC won the award for best stall design in the exhibition area. This event provided a large platform for business, industry promotion, technology development, joint venture collaboration, knowledge skill development, industry academic research development and Start-up development.

ARTECH

An event of Indian Army conducted by the Army Design Bureau (ADB). Army Technology Seminar (ARTECH-20) was an Army level seminar, which was attended by Hon'ble Raksha Mantri, Rashtriya Raksha Mantri, Chief of Army Staff, Vice Chief of Army Staff and many other very senior functionaries of Indian Army on 23 Dec 2019. The theme for ARTECH-20 was Non-Contact Warfare. Kanishka Patel from WeHear, a startup incubated at GUSEC got an opportunity to showcase his startup at ARTECH-20.



Kanishka Patel of WeHear, demonstrating his product at Artech



GUSEC Startups at the Vibrant Gujarat Summit, 2019



TiECon Mumbai

The 11th edition of TiECon Mumbai was scheduled to be held on 28th-29th January at NCPA, Nariman Point, Mumbai with a vibrant theme “The Decade Of Start-Ups, Kickstarting the Future”.

The two day program was designed to contemplate on the future of ideas, entrepreneurship and the leadership needed to embrace, navigate through remarkable breakthroughs & journeys unseen or unexperienced so far.

Mr. Dheeraj Bhojwani & Mr. Malay Shukla from GUSEC attended TiECon Mumbai.

CSR INDIA SUMMIT 2019

India CSR Summit 2019, in its seventh edition focussed on the concept of Corporate Social Responsibility by dialogue initiations, collaboration, and partnerships. The summit aimed to discuss ideas and learn support innovations and ponder over questions seeking answers to them. The unique two-day event was attended by approximately 2900 representatives. Mr. Rahul Bhagchandani had represented GUSEC at the said summit.



Motwani Jadeja Family Foundation (MJFF)

The Rajeev Circle fellowship, named after Google’s early investor and mentor Rajeev Motwani is a prestigious experience for young innovators and is run by Asha Jadeja Motwani, who is herself a reputed philanthropist and Venture Capitalist based in Silicon Valley.

Three innovators supported by Gujarat University Startup and Entrepreneurship Council (GUSEC) have been selected for a prestigious fellowship instituted as a tribute to Motwani who passed away in 2009.

The fellows include Rishabh Agnihotri, founder of Blecan Innovations, an indigenous automated payment solution based on beacons; Smit Bhanushali, an electronics enthusiast, founder of CircuitGyan and curator of YuvalayELab in Vadodara; and Nandan Shah, founder of Alteration Innotech, which is into the development of unique, patent-pending smart access systems.

Aditya Bhatt, founder of AMB Industries, who has developed the technology that creates electricity of radiant energy in the ionosphere (i.e. out of thin air!) is a former Rajeev Circle fellow who is also the Curator for this cohort of the fellows and travelled with the rest of the innovators

Apart from this, the following startups participated in the following respective events:

SVA ROBOTICS LLP secured 1st rank in "New Idea Track" in Prarambh'20. Startup event Organized by Saksham, The E-Cell at Indian Institute of Management Udaipur. They've received Rs.50,000 cash Prize along with Round Trip flight tickets to Singapore sponsored by Learning while Travelling for the International start-up Enrichment Tour (ISET 2020).

Raj Mishra from Episodic Labs Pvt Ltd attended the exposure trip, Embedded Tech India 2020 Expo held from 19th - 21 Feb 2020, New Delhi.

Aditya Bhatt from AMB Industries attended the Maker Faire Bay Area, San Mateo, California from 17th to 19th May 2019.

Kanishka Patel from WeHear has attended the electronica trip, New Delhi on 25th September 2019. electronica India is the leading trade fair for the electronics industry in India. It provides an overview of the entire spectrum of the electronic components industry & gives a new drive for business success all under one roof.

Raj Shah from Royal Gabat attended the IDACON 2019 from 19th December to 21st December 2019. IDACON is an annual national level conference of dieticians in India.



Mihir Pandya, Founder of GeoSafe, demonstrating his product to the then DRDO Chairman, G Satheesh Reddy



Aditya Bhatt, representing his startup at the Maker Faire, California.



■ 5.4 Startup Community Performance

GUSEC Startup Community is a closely knit community wherein startups have developed and nurtured a strong bonding. The camaraderie shown by this community has only grown since inception.

5.4.1. Achievement of Startups

GeoSafe

- Received an order from Sanghi Cement for more than 1000 devices.

Upavidhi

- National Leadership & Excellence Award, 2019 in legal field
- Iconic Women Creating a Better World for All Award, 2019
- Innovative Cancer Care and Rehabilitation Pvt Ltd:
- Leadership in Social Innovation By ASEAN African Forum, Best Innovation Award at Indian Institute of Public Health Gandhinagar

AltMat

- Asian Hemp Summit: Best Hemp Startup
- Rajeev Circle Fellowship 2019
- Invited as a speaker at UN Climate Change Summit
- Top 5 circular economy innovation of the nation, at Lakme Fashion Week
- Women Transforming India Award by NITI Aayog, Government of India
- TiEcon Global 50 Award at Silicon Valley in May 2019
- Elixir Foundation
- Special Invite by UNESCO for Capacity Building Program at UNESCO

HQ in Paris

Plushvie

- Received “The Titans Award 2019” by Divya Bhaskar Group for innovation
- Received “The Rise Award 2019” by GUSEC for being most promising startup
- Plushvie got featured in INC42’s Top 10 startups that are transforming traditional businesses of Gujarat
- Quality Mark Award 2019 for e-commerce category as a recognition of the startup’s innovative work using artificial intelligence in their e-commerce technology.

Bioplastic

- Young Scientist Award (international conference on Climate Change Impact Management)
- GUSEC Student Innovator Award 2019
- Vibrant Gujarat Startup and Technology Summit Award 2019

LymbEdge LLP

- Trend Setter Award – Gujarat Innovation Society (GIS2019)
- Selected as Top 10 Microsoft Startups in Gujarat – Microsoft Emerge

MFreights

- SSIP Pranshana Award
- GUSEC Rise Award

WooHoo Screens LLP

- Selected among top 10 emerging startups by Microsoft India in Gujarat.
- Won the WhatsApp Credit challenge by Startup India

AMB Industries

- Achiever’s Award received from GIS,
- Technology of the year award from GUSEC



Prit Sanghvi of Reelo accepting the Top 11 Emerging Startups of Gujarat from Microsoft India COO, Meetul Patel



Startup founders gather with Prof. Raj Jaswa for a workshop on 'Start to Scale'



Odinub

- GUSEC fellow award ,
- Hackaday Challenge winner

Reelo

- Awarded by COO of Microsoft of India in Top 11 emerging startups of Gujarat.

MULTPLYR

- Won the Unitus Investment Challenge

POIS

- RC Fellow
- Participated in CES 2020 at Las Vegas in January 2020

5.4.2. Success Stories & Testimonials

Success Stories

ALAGRAND:

Fastest growing e-commerce site in India. Raised \$100,000 from Google Cloud Credits. Acqui-hired by a Multi National Company

REELO:

Operational in 29 cities, 400+ merchants on-boarded, More than 6.5L active customers, 76 jobs generated, 60L revenue in Q3-2019-20

PLUSHVIE:

Raised 35 lakhs in angel round at \$1mn valuation, Ranked as Top 10 emerging startups by INC42, World's first AI-based JewelTry system

AltMat

Won best startup award at Asian Hemp Summit, Youngest winner of Women Transforming India Award by NITI Aayog, Spoke at UN Climate Change Summit and FashionForGood



AEROBOTICS 7:

Shining World Invention Award, Taiwan; Awarded with 10000\$,
Featured in Forbes India

PLUTOMEN:

Raised 77 lakhs at an INR 4.2cr valuation, 30K+ app downloads

FRESHOURS:

Acqui-hired at a post-transaction valuation of INR 40 Cr

GEOSAFE:

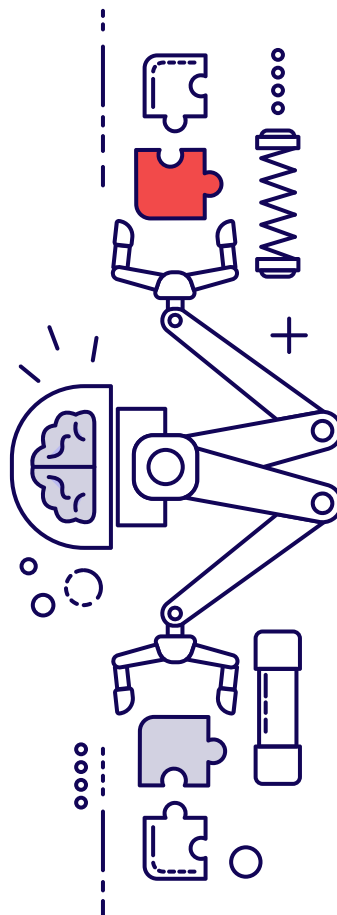
Generating revenues around 20 lakhs per annum, tied up with
Sanghi cement and received order of more than 1000+ device

BEMRR:

Raised an investment at an INR 27 Cr valuation



*Shikha Shah, Founder, AltMat, showcasing the recycled fibre material
to Dr Sanjeev Sanyal*





Startup Testimonials

Rutvij Dasadia, Hello Skate Mobility

"GUSEC is something which is beyond any incubation center, the core team at GUSEC does not only help us connect right people at right times but also retains the value that they are adding and helping in any ways they can to each startup. Also, along with class apart co-working space in whole of India, the organization also helped us in raising various state startup grants like SSIP which is one of the best pre-revenue grants offered by the state, assisted us in all kinds of patent and IP support that we require and mentored us the right business strategies by hosting many programs that GUSEC brought for us under one roof. GUSEC plays a vital role in the growth of our journey whether it be for raising capital, providing us right working equipment or guidance."

Shikha Shah, AltMat

"GUSEC has many of the appreciative traits of accelerator and Nodal institute, such as a strong sense of community, a team that walks you through government financial aides, mechanisms to reward entrepreneurs and a massive network. One of the unique benefits that GUSEC as an accelerator confers is its access to scientific infrastructure. It being backed by Gujarat University that has varied departments ranging from chemistry to botany gives an unprecedented access to different kinds of scientific labs. This access, which otherwise would be expensive and time consuming, makes prototyping and experimentation easy and quick. Not to forget that it isn't alone about instruments but also finding expert talent from these labs. Apart from this, its contribution to policy making in the space and setting up connections between start-ups and government organisations is exceptionally impactful help for certain kinds of start-ups."

Siddhi Vora, DBreath

"I am delighted to be a part of GUSEC for the last one year. It is a great journey to be an incubatee of such a great incubation center. GUSEC has provided us a world-class infrastructure facility where we can work together with our fellow startups. Moreover, we also have direct access to our mentor board which include hundreds of industry leaders and subject experts from across India. GUSEC is also helping us with the filing of Provisional and Complete Patent."

Anjali Garg, InSitu Agritech

"GUSEC has been and continues on being a significant supporter of a clear route to our Startup InSitu Agritech. GUSEC as a facilitator has been unbelievably steady during the initial period of our startup. Direction from coaches and Industrial specialists, Domain experts, Networking opportunities with other Ecosystems, Grants and Financial guide related data, Access to Knowledge partners and valuable Software, Informative Webinars, Legal aspects and Networking with individual Entrepreneurs and so forth have been few enlisted benefits availed. The total group at GUSEC has been dynamic and mindful to keep Entrepreneurs all around educated, associated and give upheld support in every single imaginable area. With GUSEC backing I'm sure of making the best use of accessible resources and keeping the dynamic course of my Startup journey in the progressive direction."

Vedant Mankad, Just Freights

"GUSEC is an alma-mater for us! Supporting Just Freights during crucial early stages where most of the startups crumble. Immediately after incubation GUSEC supports startups with Jumpstart grant of approx 40,000 INR and mentorship support which includes incorporating the company and getting patents and trademarks. The major problem for early-stage startups is expensive office space and getting amenities required to properly function. GUSEC is the only incubation providing Zero Day Zero Cost support, this means Free Office Space, Free Basic Amenities and most importantly, a culture which will set you up on a growth trajectory. Through GUSEC we have received Awards, Funding of more than 5,00,000 INR, and a network of mentors that helps us to navigate through our journey. GUSEC has got the team and culture every startup needs to succeed"

Raj Shah, Royal Gabat

"The word Startup itself conveys, start of a journey. Before a newborn bird learns flying and becomes independent to face the world, it needs nurturing from its mother. In a Startup, unlike a corporate, here an individual or team grows into an organisation. Resources are a big constraint. GUSEC is an open minded incubation center where we got great networking opportunities, shared resources, that helped us scale faster and efficiently. The exposure and product showcase opportunities GUSEC has provided to us, has helped an early stage startup like ours to gain traction. We are sure to scale up to a strong business house in time to come with consistent support from GUSEC."



GUSEC startups gather to celebrate Diwali 2019

5.4.3. Initiatives by Startups

Founders Gathering: Founders gathering is a networking platform for startups of Ahmedabad. An initiative by the community of GUSEC startups, twice in a month, every 2nd & 4th Saturdays, Founders Gathering is organised, letting all the startups network with each other, solve challenges and brainstorm each other's problems.

Community Development Contribution by Startups

In the year 2018, startups at GUSEC suggested that a contribution be collected from the incubated startups for the development of GUSEC. Since then Community Development Contribution (CDC), a nominal contribution is paid by startups who can each month, depending on the number of seats they occupy at GUSEC. The CDC is Rs. 1500 for 2 seats per month, and thereafter Rs. 250 for each additional seat. The rationale behind CDC is not for GUSEC to profit out of the support provided to startups. It is done because GUSEC does not want to encourage the facilities and support provided to be taken for granted by the startups. More than 30% startups usually are given waivers for various reasons, such as their financial conditions, etc.

Notable Visitors

**1st May
2019**

Lt. Gen. KJS Dhillon
Commander, XV Corps, Indian
Army

Various startups exhibited their innovative startups and interacted with the guest



**3rd Sept
2019**

Dr Pankaj Patel
Chairman, Cadila Healthcare

An interaction with University officials on University's initiatives like Startup, Innovation and Research Park



**4th Sept
2019**

Shri Anurag Thakur,
MoS Finance, GoI

Conferring GUSEC Annual Awards and interaction with startups.





**19th Sept
2019**

Lt Gen Taranjit Singh
Director General - Perspective
Planning of Indian Army, AVSM,
VSM*

*Various startups innovation
which was briefed by GUSEC
startups and great interaction
with them.*



**21st Sept
2019**

Shri Mansukh Mandaviya
Union Minister of State for
Shipping, Chemicals & Fertilisers

*Interaction with startups
regarding their efforts on being
entrepreneurs.*



**16th Dec
2019**

Dr Yasmin Ali Haque
UNICEF Representative to India

*Interaction with top 30 innovators
selected under Children Innovation
Festival regarding their efforts
for their innovative ideas*

**24th Dec
2019**

Shri Vijay Nehra
AMC Commissioner

An interaction with University officials on University's initiatives like Startup, Innovation and Research Park



**24th Jan
2020**

Japanese Delegation

An interaction with University leadership and GUSEC startups where the innovators showcased their ideas.



**21st Feb
2020**

Shri Sanjeev Sanyal
Principal Economic Advisor, GoI

Lecture given by Sanjeev Sanyal and further interacted with the startups



7.1

Virtual Visitors

The nationwide lockdown imposed due to the coronavirus pandemic saw a lot of twists and turns around the world, but one thing that remained unmoved was GUSEC's zest to aid and encourage its startups to keep going, and spark a spirit of inquisition in people by e-viting accomplished spokespersons to inspire people to see the pandemic as not something to panic about but as an opportunity to innovate.

26th Apr, 2020

In this live address by Shri Bhupendrasinh Chudasama, Education Minister of Gujarat, the Hon'ble Minister spoke about how startups were working together with the Government to mitigate the challenges that arose due to the pandemic, and appealed to students to come up with innovative solutions for the new problems that we would face in the coming time.

“

The world has faced natural calamities like droughts, floods and earthquakes, but the administration always had ways and procedures to deal with them. In this rare situation of the pandemic, startups can rise to the opportunity and help the government in identifying novel solutions for problems birthed from the coronavirus

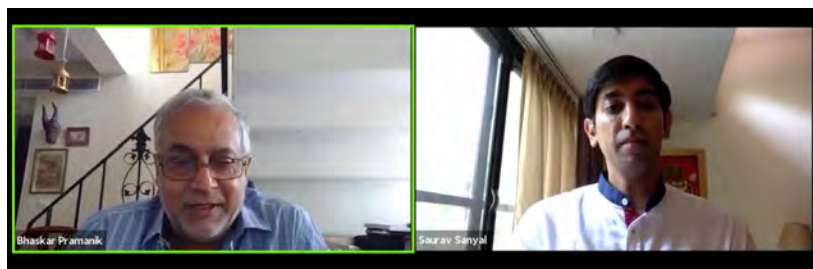
-Shri Bhupendrasinh Chudasama

”



28th Apr, 2020

Bhaskar Pramanik, Senior Advisor of Rothschild & Co., imparted leadership lessons for startups, and spoke about post-COVID opportunities for India in the IT sector.



27th May, 2020

GUSEC, in association with TiE Ahmedabad, invited Ms Padmaja Ruparel to speak to GUSEC startups and the audience about an investor's perspective on the pandemic and strategies for startups to fare during the COVID crisis.



“

Given the current state of events, we will either pivot or perish. Pivot to newer ways of business. Adapt to things that you weren't previously doing. Pivoting your business is important, but even more so, is 'pivot of the mind', which needs to be done by both startups and investors.

- Ms Padmaja Ruparel

”

“

Innovation and crisis complement each other. WWI led to the revolution in quantum theory, and WWII both connected as well as divided the world with the advent of nuclear reactors. In India, Kargil tensions led to the testing of India's first underground nuclear missiles in Pokhran, and the 2008 recession led to the revolution in Machine Learning & Artificial Intelligence. We can only wonder what this pandemic is going to bring

-Dr. Karan Jani

”

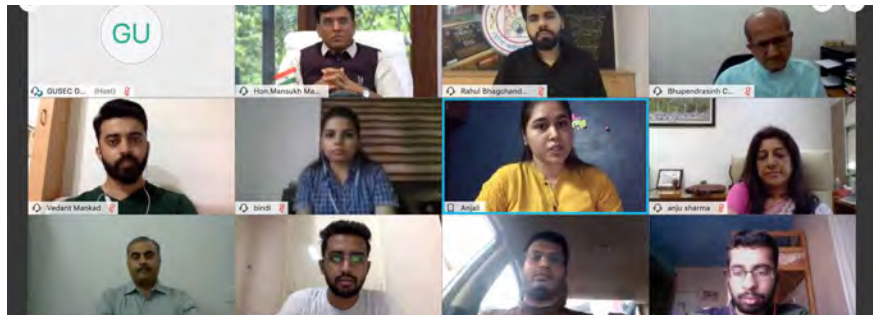
29th May, 2020

Dr Karan Jani, an astrophysicist, associated with the Nobel prize-winning LIGO Experiment shared his reflections on the importance of research and innovation in the post-COVID age.



30th Jun, 2020

GUSEC startups in conversation with Shri Mansukh Mandaviya, Union Minister of State for Shipping & Union Minister of State for Chemical & Fertilizers. The Hon'ble minister delivered an insightful lecture into how startups can overcome the problems



7th Jul, 2020

In partnership with i-Hub, GUSEC co-organised a session titled "India Rising" where Ms Asha Jadeja spoke about possibilities that young Indian minds could explore to put Indian brands on the global platform.



“

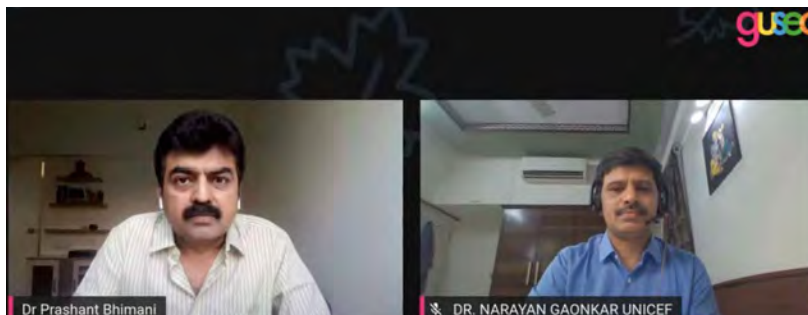
India is facing an incredible window of opportunity right now, and it has come together almost in an unusual set of variables that have created a perfect storm to bring India in a global leadership position. It is on the shoulders of the young entrepreneurs of India to seize this opportunity

-Ms. Asha Jadeja

”

17th Jul, 2020

In this session, GUSEC called forth Dr Prashant Bhimani, a renowned psychologist with 25+ years of experience with UNICEF Health Specialist, Dr Narayan Gaonkar, to help students, startups, and people of all age groups adjust to the new normal.



“

The world is currently going through a huge churn. It is in moments like these when history pivots around. People need to take risks, not hide and hunker down. Only when great risks are taken, new things are tried, and society shows resilience, is when a country truly progresses.

- Shri Sanjeev Sanyal

”

27th Jul, 2020

Dr Sanjeev Sanyal, calling attention to the importance of innovation, enlightened the audience of the webinar about the rich history of Indian risk-taking endeavour



“

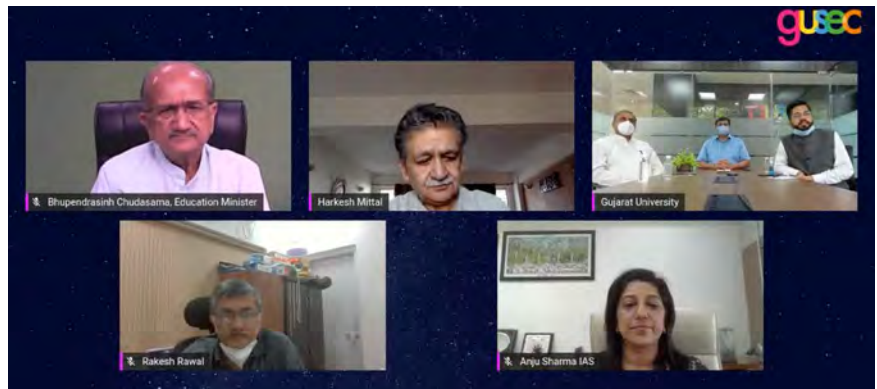
India is the 3rd largest startup ecosystem; we as a country need to further accelerate innovation by the conversion of knowledge into usable products and services, and the National Education Policy addresses these concerns very well.

- Shri Harkesh Mittal

”

16th Sept, 2020

In this webinar, Shri Harkesh Mittal, former head, National Entrepreneurship Board, Dept. of Science & Technology, Govt. of India spoke about the ways that the new National Education Policy seeks to enhance the inquisitive thinking of students and encourage them to innovate.



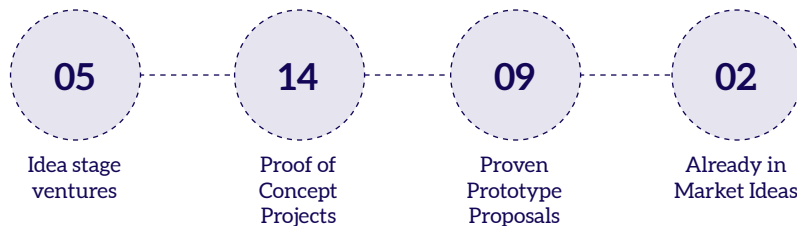
Initiatives during the Coronavirus Pandemic

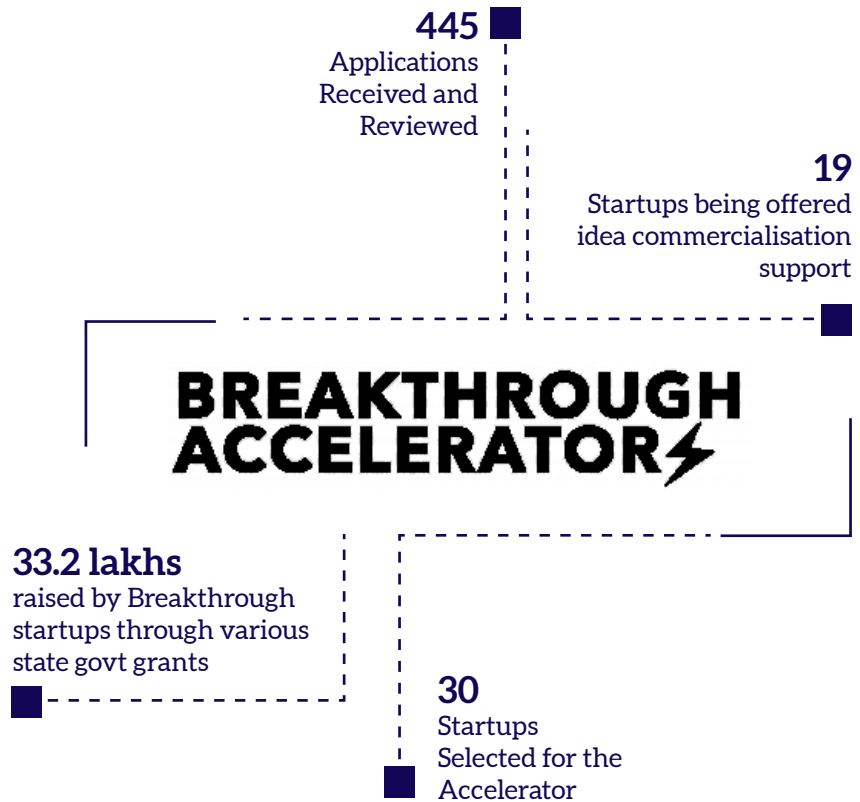
■ 8.1

Breakthrough Accelerator

A novel strain of coronavirus that first triggered a pneumonia outbreak in Wuhan, China has, as of today, led to more than 25 million infections and 844,000+ deaths; and sent many countries into nationwide lockdowns.

While the governments across the world deal with mitigation measures for the pandemic in their own ways, we at GUSEC are doing our part in coping up with the after-effects of the same, doing what we do best - giving wings to revolutionary ideas; and in this case, the ones that aid the government and the citizens cope up better with the pandemic that is claiming hundreds of lives everyday.





With this sense of purpose, on April 02, 2020, GUSEC, with the support of UNICEF Gujarat, inaugurated the Breakthrough Accelerator program, urging innovators in and across India to come up with novel solutions for the novel coronavirus; dealing with six major problem areas: healthcare equipment, access control, effective communications, logistics & coordination, detecting & tracking protocol violations, and microbial-proof material & sanitization.

The response to the accelerator was tremendous, and as of May 31, 2020, we have received as many as 445 applications. Of all these, we gave 30 innovators the green flag to go ahead with their plans of action.

■ 8.2

Continuity Accelerator

Inaugurated on June 02, 2020, the Continuity Accelerator was a twelve-week program launched to help startups incubated at GUSEC mitigate problems birthed by the pandemic. About 20 startups were shortlisted for special support and were connected with experts and mentors. Their problems were identified through extensive virtual meetings and were addressed through various measures undertaken by GUSEC.



Startups Supported:

- Plushvie
- Motion Matters
- Bioplastics
- All4Lab
- CoAspect
- Migraine Band
- VCura Wellness
- Ecosolutions
- Ummeed
- WeHear
- GeoSafe
- Idoor
- Dentmech
- UrbanKhet
- Royal Gabat Food Science & Technology LLP
- Greenobazaar.com
- Oha Academy
- Hello Skate Mobility
- Catch
- Hobby In A Box

Problems Faced & Assistance Provided:

Owing to the pandemic, many startups saw unforeseeable challenges to their growth. Business plans, market strategies, supply chains, setting up manufacturing plants, data analytics, sales & pitching strategies, digital & influencer marketing, outreach, every aspect of their operations needed an overhaul. They were all connected with respective field experts.

With the change in work conditions, startups were also in need of figuring the changing psyche of the consumer base, team building tips to enable productive work from home schedules, new ways to scale their businesses and converting potential buyers into actual customers.

Major assistance was required to set manufacturing plants, running product approvals, conducting successful trial runs, app marketing to increase downloads, networking with stakeholders in the educational space, etc. For this purpose, the Accelerator put startups in touch with regional, national and global stakeholders that included the likes of the Government of Gujarat, UNICEF, Gujarat Education Board, and schools in the city. The accelerator also enabled startup founders to interact and aid each other.

For many startups, the pandemic provided an opportunity to pivot to newer, more scalable facets. Many previously-hardware based product startups expanded their assets in the software industry. Support in terms of application building, strategising a new business model and market understanding was provided via experienced and able mentors.

Startups faced shortages of supply, manpower (operators, logistics, manufacturers). Ways were suggested in which they could leverage technology to fill in the gaps caused by the loss of human resources.

Startups were also assisted in their legal matters, viz. trademark and patent registrations, due diligence, privacy policies, compliances and legal liabilities.

Besides legal topics of concern, startups were also assisted with impediments in the technical and research fields. Many of those who were in the middle of their R&D phase and had no resources for developing their prototypes were provided with the necessary assistance. Resources like 3D printers were availed for use of startups.

One of the biggest snags that the startups faced were stoppage of operations, that led to a loss of customers, and a subsequent dearth in their finances/draining of their investments. These issues were solved by providing funding and information about the government grants that startups could leverage.

Significant Outcomes:

- Plushvie implemented their learnings about subscription sales that helped them in boosting the confidence of their sales team very well
- Bioplastic was able to increase the strength of their material owing to the additives suggested by a mentor who also guided them with regards to the specifications of their filler material.
- The live demo for Coaspect's Construction Management Software Solution was conducted with their mentors, the Bakeri Team (Mr.Minesh Shah, Mr.Nikhil Shah, Mr.Jitendra Patel, Mr.Chetan Shah and Mr.Pavan Bakeri) over a video call. The QnAs of the startup concerning their onsite project were all addressed.
- Ecosolutions got a lot of inputs about a pilot they were planning. Not only did they understand the pros and cons of partnering with the Gram Panchayat and working as an independent body, but also the ways to conduct a pilot run with Gram Panchayats all across India. Their mentor also told them about the key areas that needed to be taken care of, and also assured them

of his availability and guidance whenever they needed it; which was very encouraging for the startup team members.

- Owing to their mentor's expertise and connections, WeHear was able to plan its retail chain that helped them understand the process stepwise.
- Dentmech was able to leverage its mentor's capabilities to discuss funding possibilities with the InventIndia team
- UrbanKhet had lengthy discussions about unit economics and business segments with their mentor that immensely helped them create a milestone for their business by aiding their understanding of unit economics.
- Oha Academy got critical inputs from their mentor that aided them in incorporating many operational strategies.

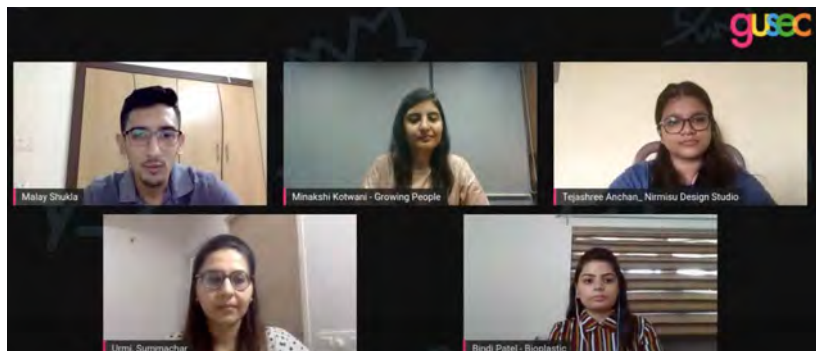


GUSEC startups with Founder of HeartyMart, discussing Growth and Scaling of a Startup

8.3

SheTales

Amid the lockdown, GUSEC hosted a wide range of programs for its audience, one of which was 'SheTales', a session that featured female entrepreneurs incubated at GUSEC who talked about their entrepreneurial journeys and struggles, and how they kept on the path even when it was twice as hard to pursue innovation as a choice of career.



■ 8.4

Faculty Development Program (FDP)

In an attempt to sensitise faculty members and others to the basics of entrepreneurship, GUSEC organised a Faculty Development Program on 'Startup Support, Innovation Management & Entrepreneurship Development in Educational Institutions'. The FDP aimed to train faculty members, CxOs and managers of startup incubators and professionals involved in the startup ecosystem to better understand the nuances of becoming startup ecosystem enablers in their respective organisations. The Programme was attended by 72 faculty members and 9 professionals hailing from cities all across the country.



■ 8.5

Upcoming FAB LAB at GUSEC East Wing

GUSEC is in process to establish a global-scale fabrication, prototyping and design lab in collaboration with the Motwani Jadeja Family Foundation (MJFF). The lab shall be set up at the GUSEC East Wing building at the Gujarat University campus, Ahmedabad, and be named as the Motwani Jadeja Design Lab. The usage of the Fablab is targeted towards the following group of communities:

Entrepreneurs: This group includes current GUSEC incubatees, college/university students, and young entrepreneurs who are inventive and creative and need a place and a community to support their invention.

Artists/Crafters: The traditional artisans and crafters should be encouraged to come and experiment with the tools and processes of the fab lab. The lab doesn't replace their traditional work, but it augments and broadens the palette of what they can do in their work. It would be great to have artists experiment with the tools in the fab lab.

General Public: This group will consist of people who just want to make things or learn new skills or make products in the lab. This group could include college or university students who will want to work in the lab.

Students: The Fablab will target students with specialized tutoring classes and workshops, also Fab academy Courses to build an innovative ecosystem of makers in the city and drive more engagement about prototype development and product building.



*Dr Himanshu Pandya
addressing the gathering
during Felicitation
ceremony of Children
Innovation Festival*



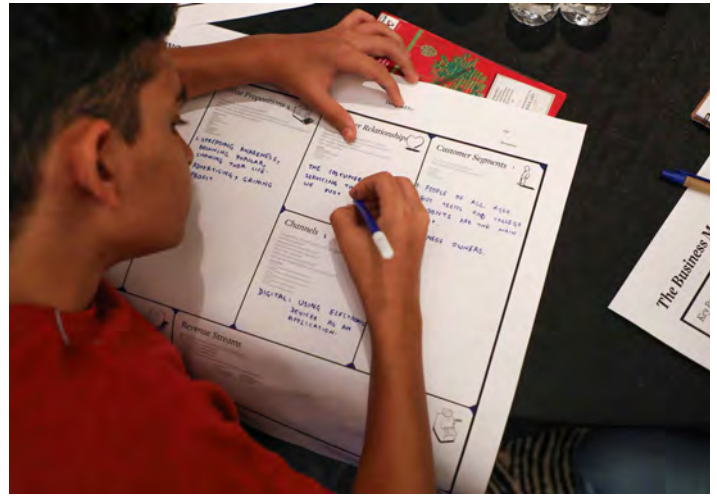
GUSEC Startups















Gujarat University Startup
& Entrepreneurship Council
GUSEC West Wing,
Nr. Department of Botany,
University School of Sciences,
Gujarat University, Ahmedabad

Email: contact@gusec.edu.in
Ph: +91-7926308576

GUJARAT UNIVERSITY STARTUP & ENTREPRENEURSHIP COUNCIL
Annual Snapshot 2020-21