

herSTART

Enabling Women, Empowering the Nation.



A report on herSTART 2023

Organised by GUSEC
With the support of UNICEF Gujarat & YuWaah!

(January 2023 - November 2023)

herSTART

About herSTART:

herSTART is an initiative of GUSEC that aims to empower women entrepreneurs and foster innovation in the region. Over the years, herSTART has successfully engaged 15000+ women and supported over 200+ aspiring women entrepreneurs in materialising their innovative ideas, providing them with essential resources, mentorship, and networking opportunities.



Activities Performed & Outcome in the year 2023:

This year we executed the third edition of herSTART which was earlier inaugurated by Hon'ble President of India Smt Droupadi Murmu. This edition invited applications from across the nation. Following activities were performed during this year:

herSTART Bootcamp:

Among the multitude of applications received, a discerning selection process identified 254 candidates for participation in the herSTART bootcamp. Spanning from July 20, 2023, to July 27, 2023, the bootcamp was meticulously orchestrated to fulfill its core mission.

The central aim of this initiative is to equip aspiring female entrepreneurs with indispensable knowledge, thereby furnishing them with a sturdy foundation upon which to erect flourishing business enterprises in the future.

The list of selected participants for the bootcamp is accessible from here:

#	Application ID	Name	Startup Name
1	1573	Akitha Kolloju	Heamac Healthcare Pvt. Ltd.
2	934	Ami Sata	AMOUVE BEDDING PRIVATE LIMITED

3	1603	Anupama Ramteke	BeMahika Tech Pvt. Ltd.
4	10	Anusha Vyas	EcoEra
5	1698	Apurvanidhi Mukim	A.gain.
6	736	Arya Mishra	TechAdvent Mobility Private Limited
7	1329	Foram Roy	Learnkin
8	1088	Indu Jayaraman	Studeyo Technologies
9	108	Janki Shah	Codots
10	743	Jinal Shah	INDIESEMIC pvt ltd
11	1834	Nidhi Parab	Noob Community
12	623	Pallavi srivastava	OUR BETTER PLANET PRIVATE LIMITED
13	1204	Poornima Sathyanarayan	Fcom India
14	281	Anuradha Jeetendra Choudhary	Kalayani Drugs
15	651	Neha Chauhan	Aviotron Aerospace Pvt Ltd
16	1724	Shraddha Agarwal	AuralApp
17	525	Shweta Patel	Phishbowl Solutions
18	170	Dhwani.J	Nimit Ventures
19	558	Divya C	NEXVAXI THERAPEUTICS PRIVATE LIMITED
20	175	Divyakshi Kaushik	Anatomech Pvt Ltd
21	750	Dr Anjali Mehta	Tamadi
22	1505	Dr Neeta Trivedi	Inferigence Quotient Pvt Ltd
23	230	Namrata Diwaker	Rayush Naturals LLP
24	171	Ritu Nakra	AVTAR (Auditory-Verbal Training and Resources)
25	115	Rukmani devi	Breath free
26	1415	Rutuja Udyawar	Optimum Data Analytics Pvt. Ltd.
27	565	SARTAJ LAMBA	Besure Buddy Pvt Ltd
28	183	Saswati Dash	Technical Site Devajyoti Technical Services OPC Pvt Ltd
29	1582	Veena Venu	BirthTech innovations Private Limited
30	510	Viraja	Lamps & Blossoms - a OneWomen enterprise
31	715	Vrinda Saini	Vidya.us
32	551	Vrushali Mukund Deshpande	JVD METTLE INNOVATIONS PRIVATE LIMITED
33	484	YOGITA AHUJA	STORYCIRCLE EDUSAARTHI
34	1795	Ravneet Kaur	2dto3d labs
35	275	Asha Rani	Dhithi Nutrition Private Limited
36	1890	Bela Joshi	ProjectColours Ventures Private Limited
37	1095	Bhumika Wallabhadas	KRYPTON AI TECHNOLOGIES PRIVATE

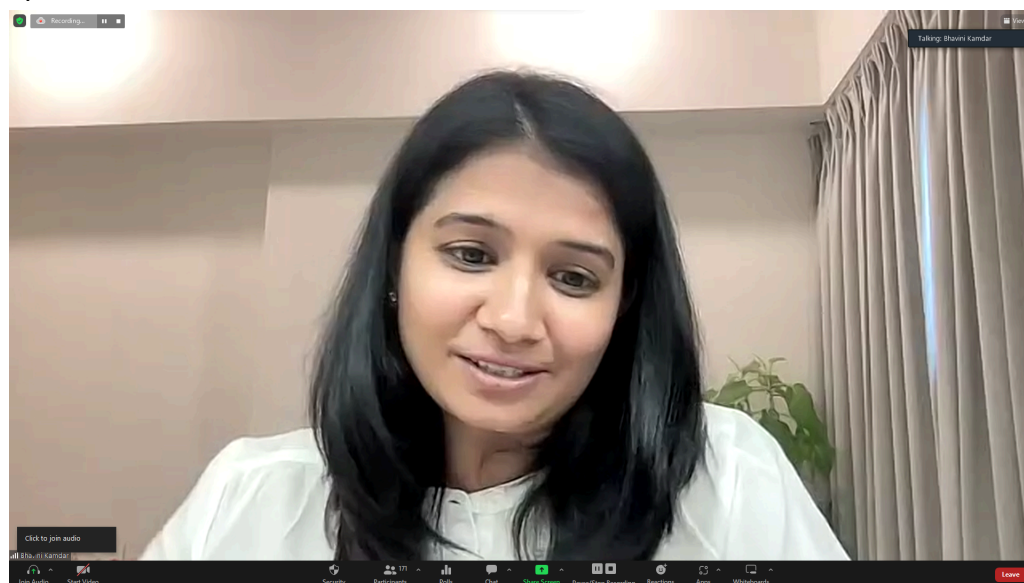
			LIMITED
38	1561	CHETANA BHUTADA	MAKE MY GARDEN
39	1309	Karuna Lakhani	Graamm
40	110	Lakshmi malhotra	Resham Dor
41	1151	Madhavi	ThatMate
42	1535	Preeti Rathore	Amritatva Food Private Limited
43	707	Priyadarshini Dharod	KOSH WELLNESS PRIVATE LIMITED
44	2042	Priyanka Agnani	MyIND Gym
45	9	Somkanta Chatterjee	Taali~“Experiential learning through toys and games”
46	2003	Sonal Asgotraa	Astrostays
47	148	Sonali Jha	Cunomial Technologies
48	1937	Soniya makwana	Vibruns wellness pvt ltd.
49	1432	Suman Antal Dahiya	AquaSave - make every drop count
50	822	Swastika Paul	Exsure Pvt Ltd
51	1125	Ruchi Riken Patel	CRAFTWORXZ

Comprising an extensive array of sessions, the bootcamp delved into various facets of entrepreneurship, encompassing rudimentary principles as well as nuanced topics such as intellectual property rights (IPR) and funding mechanisms. Notably, these sessions were adeptly delivered in a virtual format, ensuring seamless accessibility and engagement for all participants. Below is an outline detailing the content covered throughout the duration of the bootcamp:

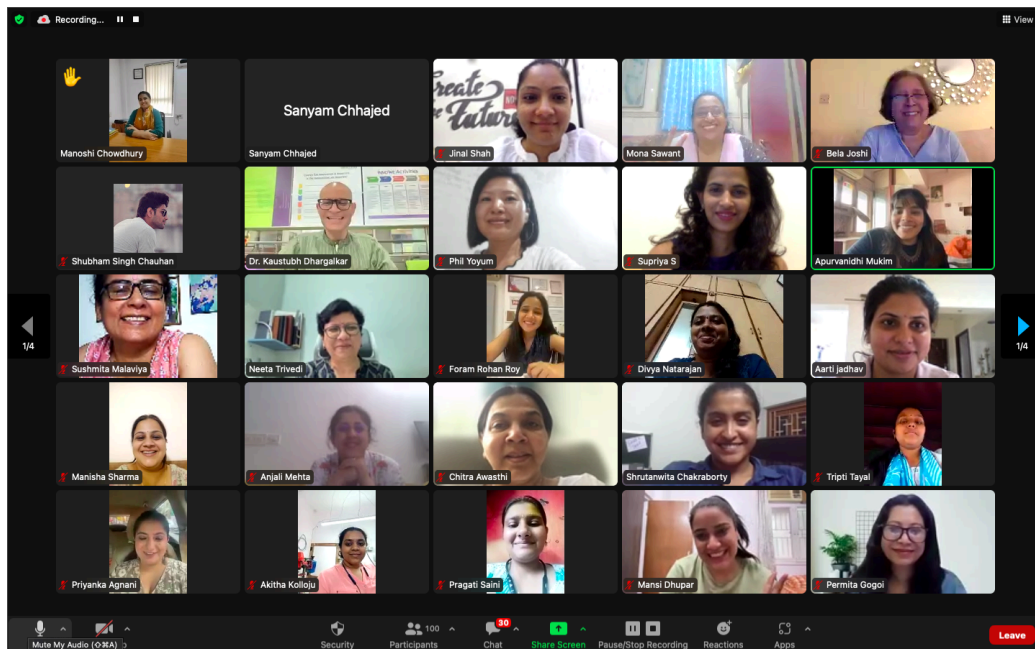
1. Fundamentals of Entrepreneurship & startup ecosystem

July 20, 2023

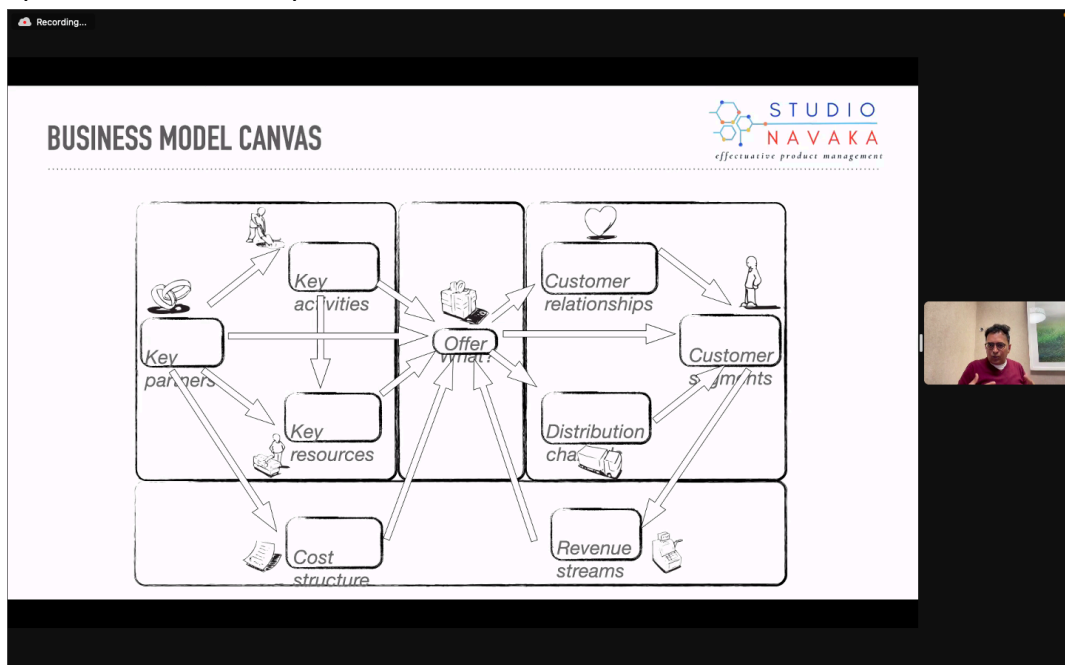
Speaker: Ms Bhavini Kamdar



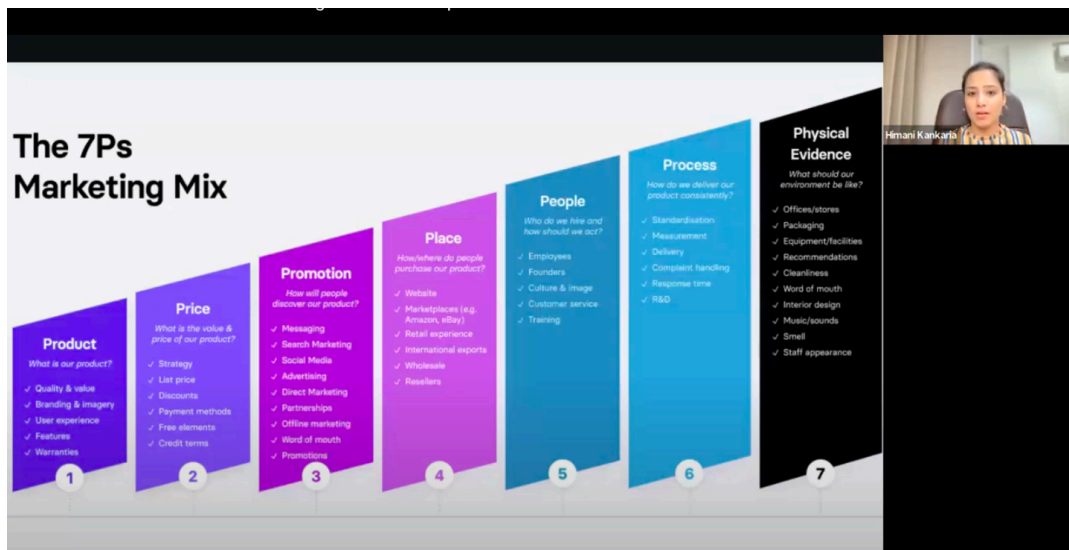
2. Problem Identification & Product / Prototyping Development
July 21, 2023
Speaker: Mr Kaustubh Dhargalkar



3. Business Model Canvas & Product Market Fit
July 22, 2023
Speaker: Mr Hari Pudipeddi



4. Fundamentals of Digital Marketing
July 24, 2023
Speaker: Ms Himani Kankaria



5. Know about Intellectual Property Rights & Legal aspects of any startup
July 26, 2023

Speaker: Mr. Sanjay Kumar Patel

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IDEA + INVENTION = **PATENT**

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IDEA + APPEARANCE = **DESIGN PATENT**

Sanjay Kumar Patel

6. Basics of Fundraising, Investments, VCs & Introduction to Pitch Deck & Pitching
July 26, 2023

Speaker: Mr Abhilash Sonwane



Pitching Round:

A virtual pitch round was organized for participants of the bootcamp with the aim of selecting candidates for inclusion in the Herstart Accelerator Program. Following careful evaluation of pitches from 254 participants, a total of 50 startups were chosen to participate in the accelerator program. Some glimpse of the pitch round are as follows:

herSTART Accelerator:

Following the conclusion of the pitch round, a rigorous three-month accelerator program was implemented with the selected startups. Throughout this duration, esteemed speakers proficient in various domains imparted their expertise through a meticulously structured series of sessions. The selection of topics for these accelerator sessions was thoughtfully curated to maximize their relevance and utility for participating startups, thereby fostering optimal growth and development within their respective businesses. An overview of the sessions are mentioned below:

1. The Science of Sales
August 28, 2023
Speaker: Mr. Achal Rangaswamy

Customers have needs

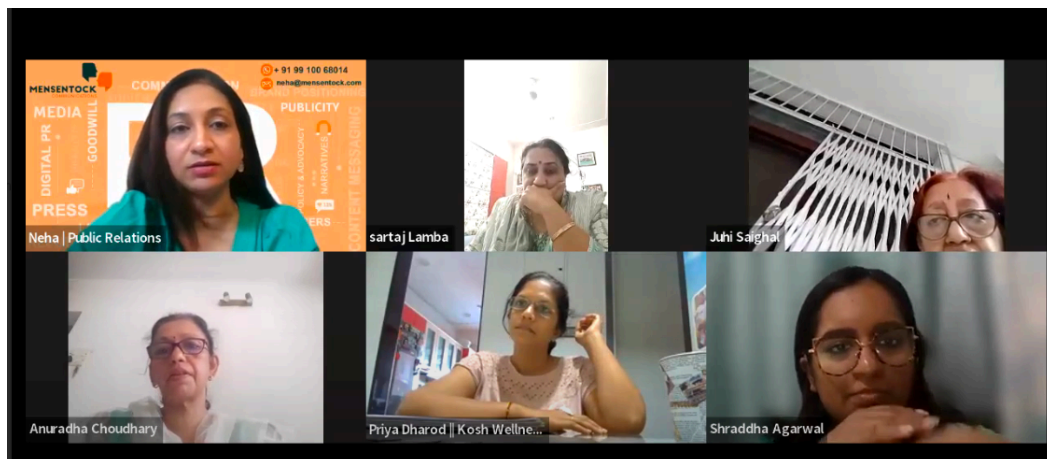


- How to uncover these needs?
- By **probing---** asking questions.
- Types of probes: **open** probes and **closed** probes
- Use open probes to make customer talk
- use closed probes to restrict/divert the talk

- But all that is **OLD HAT NOW**
- You have to ask different probes now.....!!!




2. Mentoring Session: Go-to-Market
September 06, 2023
Speaker: Ms Neha Agrawal



3. Mentoring Session: Tech Infrastructure
September 14, 2023
Speaker: Mr Amish Thaker

eCommerce




visity.



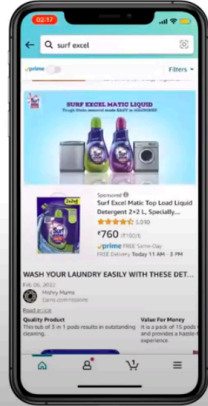
Anish Thaker - Visit...

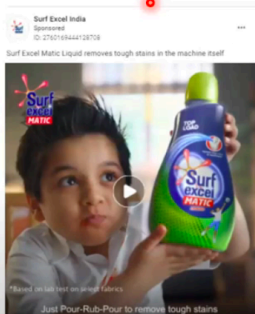
4. Digital tools & Ads and Analytics
September 21, 2023
Speaker: Ms Anvesha Posvalia

Category Heuristics



Simplify the decision-making process by giving shortcuts or rules of thumb.





- Examining fewer pieces of information
- Simplifying the weighting of the information
- Relying on easy-to-access pieces of information

5. Pre and Post Fundraising Compliances
September 25, 2023
Speaker: Mr Akshat Pokharna

start-up stages.

Seed Phase	Start-up Phase	Growth Phase	Expansion Phase
An ideation stage for any new business includes feasibility analysis, market study, business planning, and necessary registrations for incorporations	Under this phase, the POC is completed and start-up gains momentum for scaling up. Funding is required for a start-up at this stage to scale up	This phase defines the potential of scalability and requires funding for growth in terms of product lined/geography/target industries. Attracting the right set of strategic investors/VCS become crucial at this stage	Under this phase, expectations is to grow faster and become a stronger brand including a global presence. This is generally achieved by PE funding or managing partalexts or even IPOs
Pre-seed or seed stage	Pre-series A or Series A stage	Series B stage	Beyond Series B Including IPOs
Typical Investors: Angels (including 3Ps – Friends, Family and Fools)	Typical Investors: Early Stage VCS, Angel Investor Networks, Revenue based financing	Typical Investors: Corporate VCS, Strategic Investors, Venture Debt	Typical Investors: Private equity, Institutional investors, Retail investors

living an entrepreneurial dream.

- Mentoring Session: Pitching and Pitch Deck
September 27, 2023
Speaker: Mr Ajay Batra

Types of Funding Pitches

Tagline

TAGLINE EXAMPLES:

- We enable people to build wealth from stocks [Savart]
- Affordable bespoke fashion for the modern woman [Torqadorn]
- Helping businesses reach 1B+ users in regional languages [Devnagri]

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- Product Market Fit and Segmentation, Targeting and Positioning
September 29, 2023
Speaker: Mr Jay Dembani

HyperVerge “STP”

HyperVerge, a B2B SaaS Identity Verification platform, utilizes segmentation, targeting, and positioning (STP) strategies for its product marketing:

Segmentation

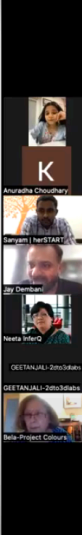
- HyperVerge divides its market into sectors like fintech, online gaming, and cryptocurrency, serving businesses needing identity verification for regulatory compliance and fraud prevention.
- It further categorizes clients based on compliance requirements, offering basic verification for some and advanced KYC/AML solutions for highly regulated sectors.

Targeting

- HyperVerge caters to early-stage fintech startups, providing reliable and cost-effective identity verification for regulatory compliance and secure onboarding.
- It also serves established financial institutions, offering comprehensive and scalable identity verification to handle high volumes while ensuring strict compliance.

Positioning

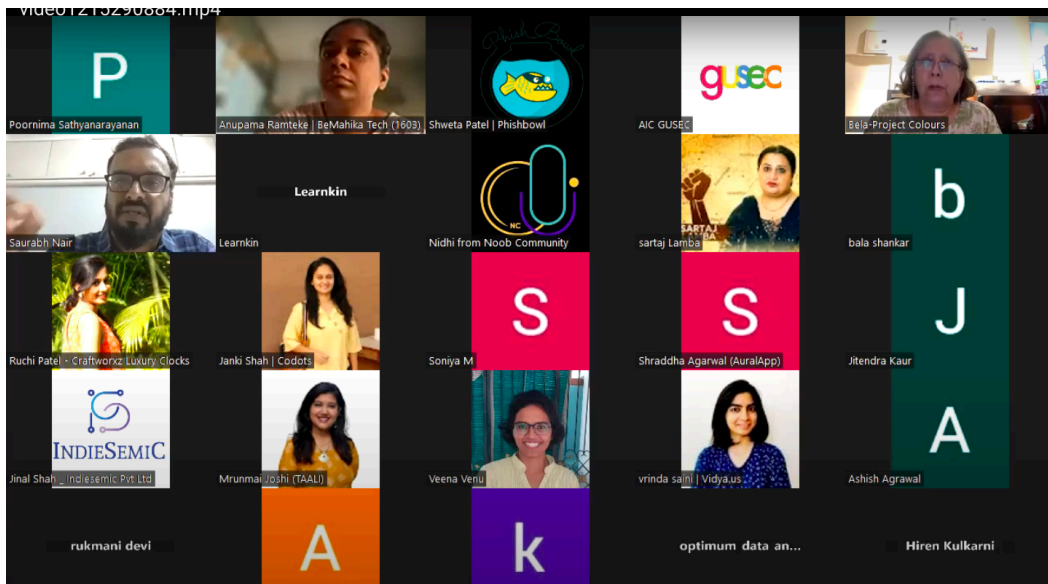
- For fintech startups, HyperVerge positions itself as a flexible and easy-to-integrate platform, emphasizing quick onboarding, developer-friendly APIs, and affordability.
- With established financial institutions, it presents itself as an enterprise-grade Integrated Identity Platform, capable of handling substantial verifications with advanced fraud prevention and customization options. Emphasized features include compliance, security, and scalability.



8. Mentoring Session: All About Investments

October 4, 2023

Speaker: Mr Saurabh Nair



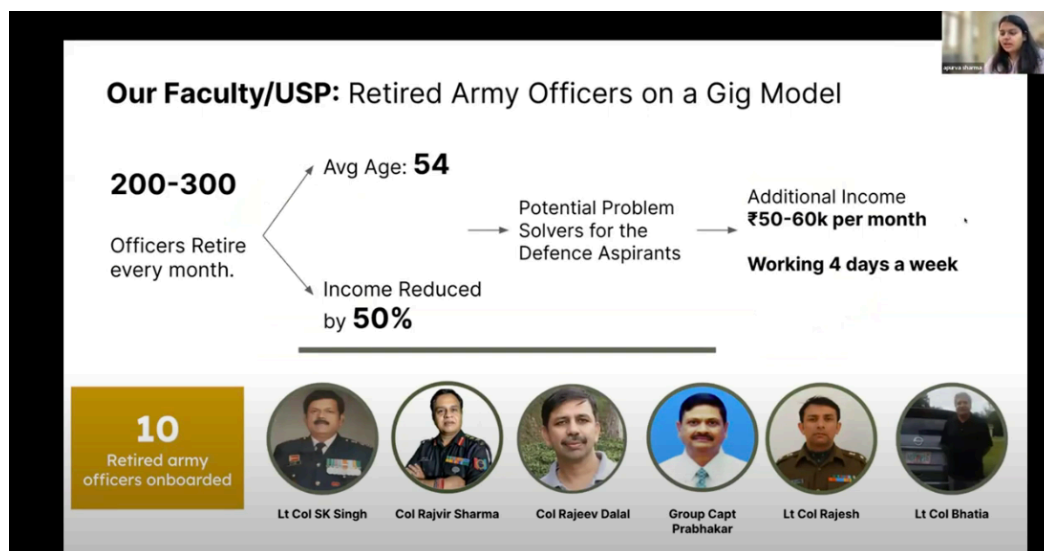
Participants in the Mentoring Session: All About Investments (October 4, 2023):

- Poornima Sathyanarayanan
- Anupama Ramteke | BeMahika Tech (1603)
- Shweta Patel | Phishbowl
- AIC GUSEC
- Bela-Project Colours
- Saurabh Nair
- Learnkin
- Nidhi from Noob Community
- sartaj Lamba
- bala shankar
- Ruchi Patel - Craftworx: Luxury Clocks
- Janki Shah | Codots
- Soniya M
- Shraddha Agarwal (AuralApp)
- Jitendra Kaur
- Jinal Shah | IndieSemic Pvt Ltd
- Mrunmai Joshi (TAALI)
- Veena Veni
- vrinda sari | Vidyaus
- Ashish Agrawal
- rukmani devi
- A
- k
- optimum data an...
- Hiren Kulkarni

9. Mentoring Session: Revenue Model

October 17, 2023

Speaker: Mr Dinesh Israni



Timeline followed under herSTART (third edition):

Applications Invite: October 2022 - January 2023
 Scrutiny and shortlisting of applications: February 2023 -
 herSTART bootcamp: July 2023
 Pitching Round: August 2023
 Accelerator: August 2023 - October 2023

Following startups were supported under herSTART Accelerator:



Few Success Stories:

1. JVD Mettle Innovation Pvt. Ltd.

The startup leads India's modern Human Milk Banking, offering setup, support, and training services along with manufacture and export Human Milk Pasteurisers. Their impact spans nationwide, from Delhi's Maatri Amrit Kosh to orphanages in Jodhpur,

ensuring safe donor milk for those in need. Their contributions are showcased at international congresses and expos, highlighting India's advancements in lactation management.

2. Indiesemic Pvt. Ltd.

Indiesemic Private Limited leads India's semiconductor and RF module industry, aspiring to become a premier fabrication house in Gujarat. It has launched cutting-edge RF modules and semiconductor chipsets, setting standards for performance and energy efficiency. The company fosters strategic partnerships with industry giants like NXP and academic institutions, recognized for its innovations at events like G20 and Vibrant Gujarat Summit.

And there are many more.

The felicitation of final cohort of herSTART is yet to be planned.

(End of report)