

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

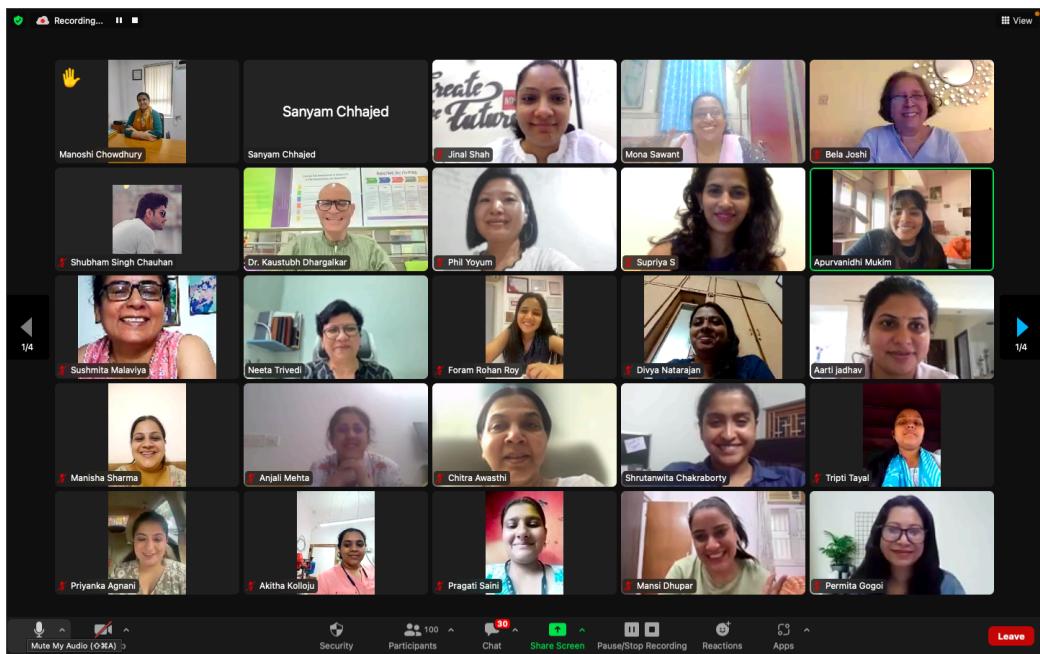
Speaker: Ms Bhavini Kamdar



2. Problem Identification & Product / Prototyping Development

July 21, 2023

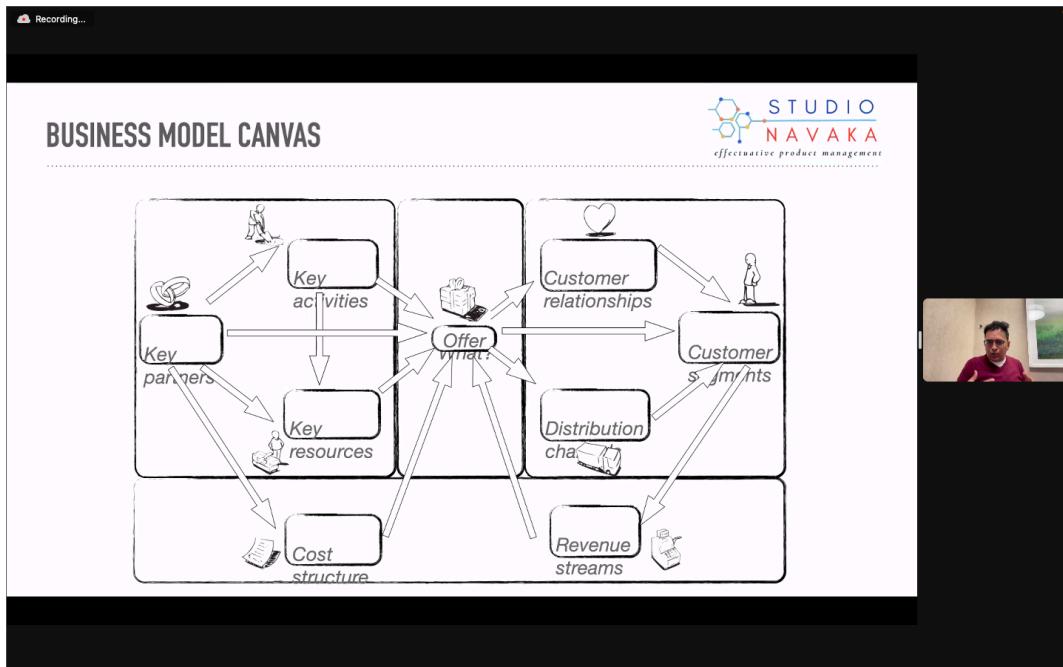
Speaker: Mr Kaustubh Dhargalkar



3. Business Model Canvas & Product Market Fit

July 22, 2023

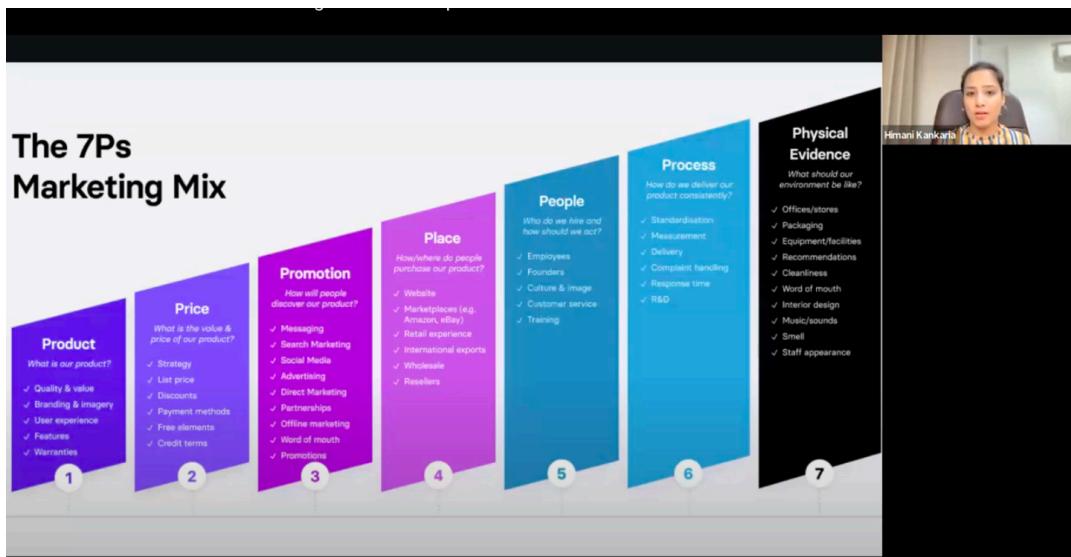
Speaker: Mr Hari Pudipeddi



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 + EXPRESSION = COPYRIGHT

IDEA + APPEARANCE = DESIGN PATENT

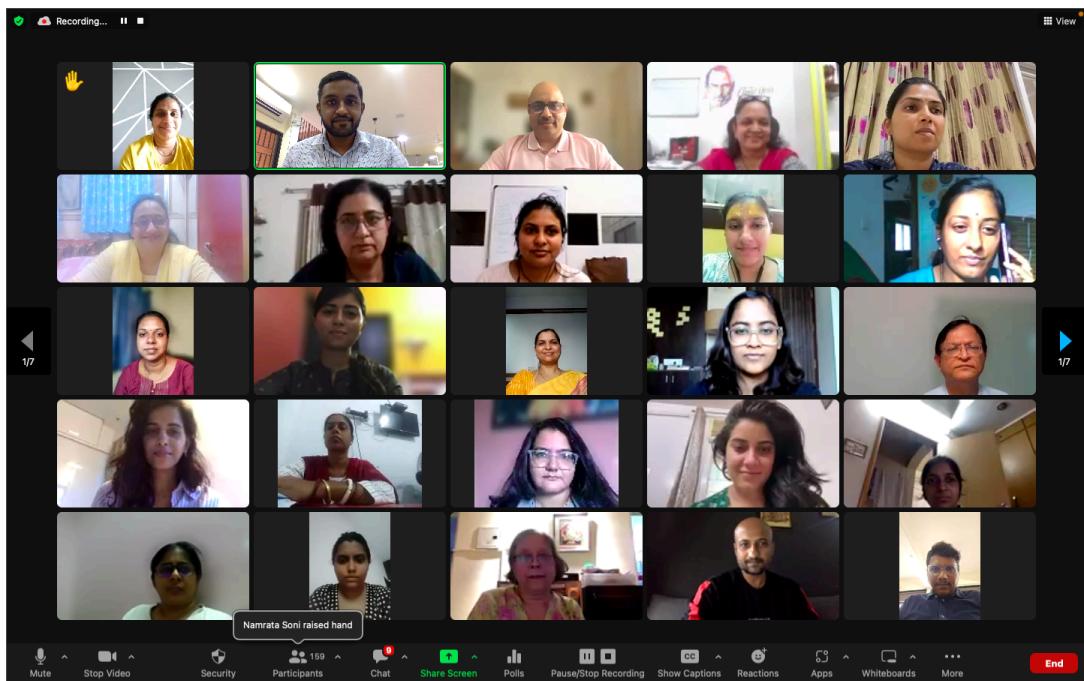
EXCELON IP®  Sanjaykumar Patel

Unmute Start Video Security Participants 144 Chat Share Screen Polls Pause/Stop Recording Show Captions Reactions Apps Whiteboards More End

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

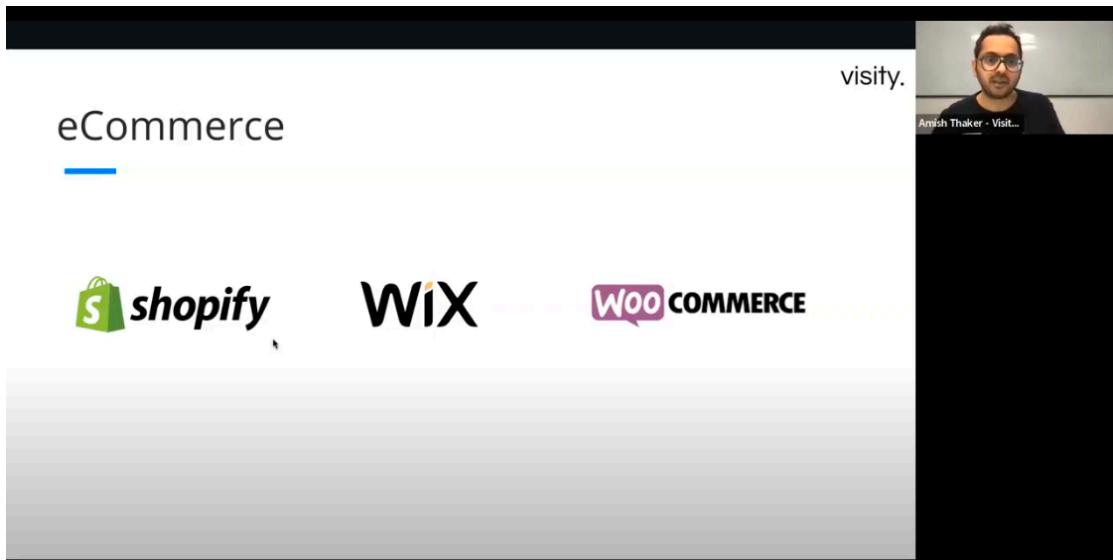
Speaker: Ms Neha Agrawal



3. Mentoring Session: Tech Infrastructure

September 14, 2023

Speaker: Mr Amish Thaker



4. Digital tools & Ads and Analytics

September 21, 2023

Speaker: Ms Anvesha Posvalia

Category Heuristics

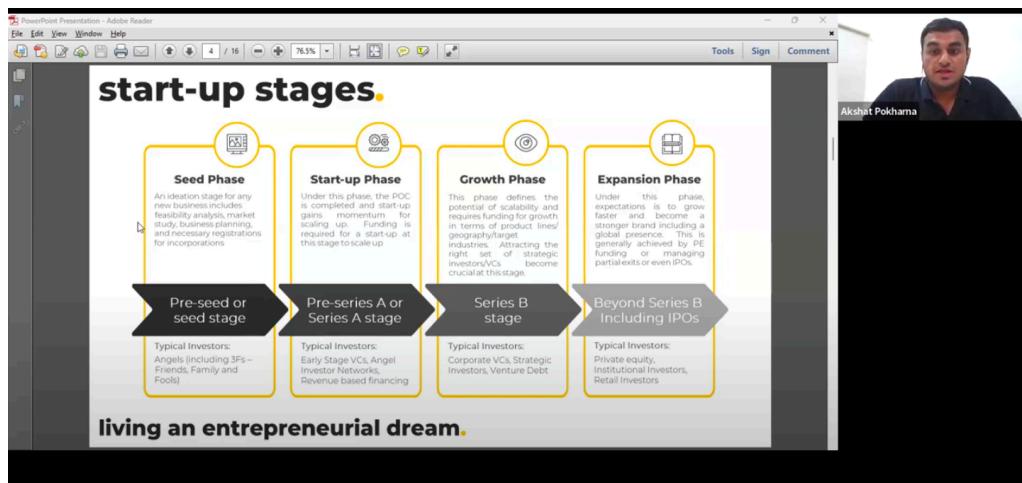
Simplify the decision-making process by giving shortcuts or rules of thumb.

- 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



6. 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 [Torqdorn]
- Helping businesses reach 1B+ users in regional languages [Devnagri]

Forum and Malrey from Lead.

Sanyam | HerSTAR

Ajay Batra

Ajay Batra

Anjali Mehta

P

Poonam Sathyanarayanan

Anuradha Choudhary

15

7. Product Market Fit and Segmentation, Targeting and Positioning

September 29, 2023

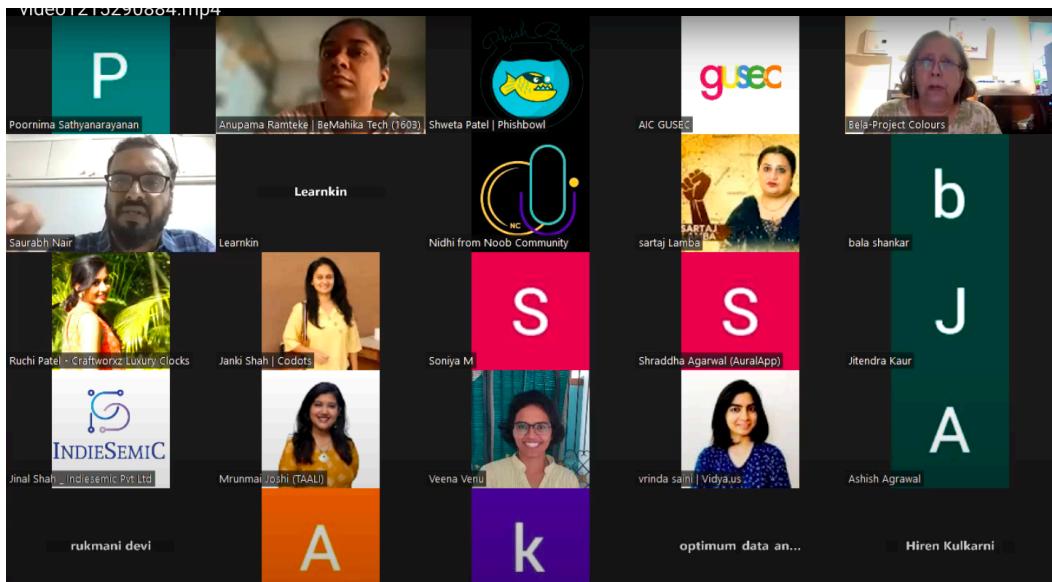
Speaker: Mr Jay Dembani

HyperVerge “STP”

8. Mentoring Session: All About Investments

October 4, 2023

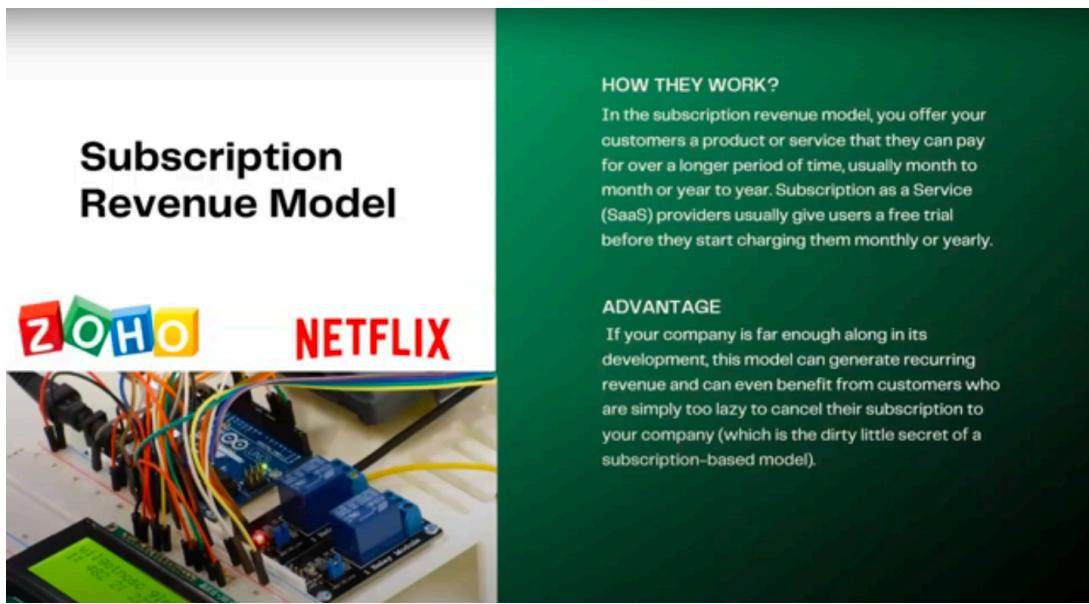
Speaker: Mr Saurabh Nair



9. Mentoring Session: Revenue Model

October 17, 2023

Speaker: Mr Dinesh Israni



10. Decoding Investment Analogies

October 19, 2023

Speaker: Mr. Shrijay Sheth

Understanding Funds Against Equity

- 1) Parting ownership
- 2) Control on making decisions
- 3) Expectation of ROI
- 4) Strategic inputs, industry connections, access to clients pool, other synergies
- 5) No obligation to payback
- 6) Limitations on further funding rounds

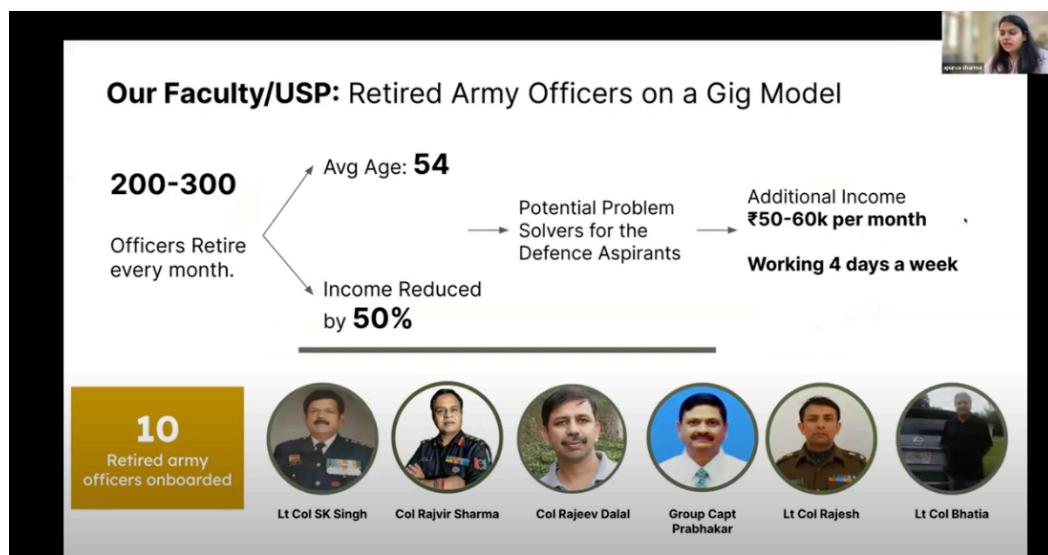
Slide 4 of 14 English (India) Accessibility: Investigate

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Demo Day

Following the conclusion of the accelerator session, a structured event known as the demo day was orchestrated for all participants involved in the accelerator program. This event serves as a pivotal platform wherein a panel comprising investors and representatives from venture firms meticulously assess the pitches presented by the accelerator cohort. The overarching aim is to provide constructive feedback to startups, thus facilitating their journey towards becoming investment-ready entities.

During the demo day, a select group of startups engage in pitching sessions aimed at securing investment, while others focus on showcasing their potential to access government grants. Presented below are notable highlights from the demo day:



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)