

## **REPORT OF ESTART STARTUP BOOTCAMP**

**Name of the event: EStart Startup Bootcamp.(XUB UG)**

**Duration: 3 Days (3\*4=12hrs)**

**Date of the event: 1<sup>st</sup> – 3<sup>rd</sup> November, 2020.**

**Organising Institute: Xavier University , Bhubaneswar, Odisha.**

**In association with: Startup Odisha & Carve Startup Labs.**

**Mentor: Mr. Vishnu Nagaraj, Founder, Carve Startup Labs.**

**No. of attendees: 104**

**Mode of the event: On virtual Platform – Google meet.**

Aiming to raise the awareness about current startup system and to promote the entrepreneurship, Xavier University, Bhubaneswar in association Startup Odisha & Carve Startup Labs has organised 3 days online EStart Startup Bootcamp for the Undergraduate students of Xavier University from 1<sup>st</sup> – 3<sup>rd</sup> November, 2020. Keeping in view of the current pandemic situation, the entire programme was conducted on virtual platform through Google meet. Around 104 nos of students has attended the Bootcamp. Mr. Vishnu Nagaraj, Entrepreneur & Founder of Carve Startup Labs was the mentor for the Bootcamp sessions.

### **UG BOOTCAMP DAY 1 REPORT (01.12.2020)**

#### **Morning session-**

The session was started by Prof. Sutapa Pati, who spoke about encouraging students with entrepreneur spirit at Xavier University Bhubaneswar. She emphasized on the fact that students with any ideas are always welcome. The next speaker was Mr. Vishnu Nagaraj, who spoke about how the market dynamics of supply and demand are changing due to the whole Covid situation. He also appreciated the efforts taken by X-Cubate. The next speaker was Dr. Fr. V. Arockia Das, SJ, who shared his pearls of wisdom about growing from an idea and turning it into action. A lot of people have ideas but few decide to do something about it now, not tomorrow. The last speaker was Prof. Fr. S. Antony Joseph Raj, SJ, who spoke about the importance of innovation in today's date.

The event was continued by Mr. Vishnu Nagaraj. He talked about identifying the ideal customer and their problems. Quoting the example of Padman, the protagonist wants to sell the problem for rural women, the solution was already there. Sanitary napkins already available in the market were highly-priced; he came up with a cost-effective strategy.

He went on talking about business model ideas and disruptive ideas. Finding competitors and matching and eliminating their strengths are extremely crucial. Take a look at the market for your product and evaluate which other companies are selling a product that would compete with yours. One should develop a minimum viable product with enough features to attract early-adopter customers and validate a product idea early in the product development cycle.

The order of the speakers' are-

1. Prof. Sutapa Pati
2. Mr. Vishnu Nagaraj
3. Dr. Fr. V. Arockia Das, SJ
4. Prof. Fr. S. Antony Joseph Raj, SJ

#### **Evening session-**

1. Sharing of experience from last session on ideation
2. Idea is not the asset, execution and creator are assets
3. Choose one idea from canvas, work on it and submit by the end of boot camp
4. Illustrate your idea, will help to communicate your idea, plan and models well with partners, investors etc
5. Illustration or poster should speak for itself (should mention logo, start up name, b2b/b2c etc.). Validate with people if they can get the idea you want to convey through your poster or non functional prototype.
6. Take care of targeting the right customer and target audience (e.g.: You can't sell chilly chicken to a vegetarian)

#### **UG BOOTCAMP DAY 2 REPORT (02.12.2020)**

##### **Morning session-**

Mr. Vishnu Nagaraj started the 3<sup>rd</sup> session by instilling the purpose of asking questions and the continuous strive to improve upon plans. A business plan can be expressed comprehensively through the minimalistic approach of visual representation.

Before moving towards the business ideation canvas, one needs to understand the requirement of the product or service to be brought about by the business to a customer. To understand the requirement for customers one can use various methods, one common method is to make a character with name, lifestyle, personality, etc. and try to compare this character to the target population and check if the requirements of the character align with the target population. For example, trying to inculcate a regional language in the character sketch and comparing it with the target population.

While designing a product or service, firstly one should try to reduce the needed activities of the user as much as possible, as reducing user activity makes it more users friendly. The design components working at the core and popular among the mass should be kept common, and new technology should also be developed. In new products or updating of products and services, there should be addition of functions and features. The cost of the product is mainly determined by the quality of the raw materials or components used.

The theoretical survey of customers' needs to be done before ideation and a similar survey has to be done during ideation and after the launch of products. As a producer, the first work is to cater to the customers and the first step in it is to talk to the real probable customers.

### **Evening Session-**

The most important part of a business plan is the business model canvas. The model canvas has nine components and one has to follow the respective order to work upon – key partners, key activities, value propositions, customer relationships, customer segments, key resources, channels, cost structure and revenue streams.

Key Partners are a list of other external entities, suppliers or parties that may be required to accomplish key activities and provide the customer with value. The main activities of one company are the actions that one company undertakes to attain the value proposition for one's clients. It can also be explained as the activities that are anyhow needed for the business to run. Key resources are the resources retained and exercised by us, like the technology of the software is a key resource for Zomato. Value proposition is the value that all the products from the company provide in common. For example Xiaomi Company provides high tech apps at very less price through all its products. The customer relationship is based upon maintaining the company to customer relationship and to sustain the targeted market and customers. Zomato waves off the price of some products if delivery has some major mismatch, which helps maintain the customer relationship. The channel refers to the path and medium of the product, from the time of being ordered till it reaches the customer. Customer Segmenting is the process of separating a customer base into categories of people, such as age, gender, preferences and buying patterns, who are similar in specific ways. Cost structure refers to the cost of making a product. Revenue refers to the way money is to collect from the customer, for instance through licensing or subscription in a live streaming app, and determining the amount to be collected.

There is no good idea or bad idea. Every idea is to be improved upon.

## **UG BOOT CAMP DAY 3 REPORT (03.12.2020)**

### **Morning Session-**

This session was dedicated to learn about the pitch deck, by Mr. Vishnu Nagaraj. He said one should not proceed to this step, if the ideation part is not complete. The pitch deck has a sequence of steps to be followed, starting with the team formation. At our stage, we may skip this step of team formation. Moving ahead, our second step is to identify the vastness of the problem at hand. Questions like the finding the receivers of the impact of problem and its need to resolve in one's product are to be answered. The third work is to zero down on the startup name, logo and hook line.

The fourth representation should be on the focus solution at a particular pain point, which should be in one slide only. The next work is to finalize the value proposition which include mission, vision, etc. Finding out the target customer is the sixth step. The next step is to analyze and find the market and the channel used for it. The eighth work is to do the further market analysis. The competitor analysis is the next in which one has to find of the strengths and weaknesses of the current and potential competitors. The tenth work is to make the revenue model. In the next and final part is for one to introduce the team.

The speaker also emphasized upon the online and relatively free help one can seek regarding incubation from the Carve Startup Labs.

### **Closing Ceremony- (Evening Session)**

The order of the speakers' are-

5. Anurag Kyal, CEO and Co-founder – Rewoke
6. Rashmi Ranjan Sahu, Senior Mission Associate – Startup Odisha
7. Surya Narayan Kar, Core Member, X-Cubate & Innovation Coordinator, IIC.

Shri Rashmi Ranjan Sahu, Sr. Mission Associate, Startup Odisha spoke about the benefits of Startup Odisha & Startup India benefits for Startups and Students. He also guided students to know the process of availing benefits from the State & Central Govt schemes.

## List Of Participants

Sl. No.	Name
1	Adarsh Kedia
2	Akshita Mandyal
3	Anshul Joshi
4	Arkaprabho Ghosh
5	Arpita Nayak
6	Bhargavi Agrawalla
7	Chirag Jain
8	Debasish patra
9	Harshit Chauhan
10	Kunjal Pattnaik
11	Sandeep Sahoo
12	Sanjana Prusty
13	santoshi Silla
14	SAQLAIN ILIYAS
15	Shivangi Prakash
16	Sneha Das
17	Soumik Mohan Roy
18	Soumyarani Behera
19	Victor BL Dutt
20	Soumya Suranjan Singh
21	Asif Siddiqui
22	Ayushman Patro
23	Hrishik Aryan
24	Ravi Ranjan
25	Rohan Srivastava
26	ROHIT PRASAD SHAW
27	Vipasha Barik
28	AMAN BISHT
29	Relsy
30	AKANSHA
31	Akshita Garnaik
32	Indrani Mukherjee
33	Khusboo sharma
34	Nirali Nayak
35	PRAGNYA ADARSHI

36	sanket swaroop
37	Siba Prasad Pattnaik
38	Alisha Prusty
39	Amar Samal
40	Sanjay Das
41	Sipra Mohapatra
42	Swapna Mohanty
43	Samapika Pattnaik
44	Mansi Singh
45	Milan Sahoo
46	Sopnil Samanta
47	Santosh Dash
48	Utkal Keshari Mahapatra
49	Indira Jena
50	Sandeep Pradhan
51	Tushar Biswal
52	Indrajit Mandal
53	Priyabrat Biswal
54	Animesh Dhal
55	Satyam Mohapatra
56	Anjali Mohapatra
57	Priyanka Agrawal
58	Jyoti Prakash Jena
59	Omm Dash
60	Subham Sahu
61	Sartyajeet jena
62	Anuradha Choudhury
63	Anu Barada
64	Puja Bnsal
65	Bansika Satpathy
66	Priyanshi Priyadarshini
67	Barsha Choudhury
68	Abhishek Prusty
69	Ritesh Behera
70	Abhishek Chhabri
71	Deepak Panigraphy
72	Santosh Biswal
73	Sobhan Soren

74	Adarsh Ansuman
75	Pratikshya Behera
76	Anubhav Biswal
77	Sarada Pattnaik
78	Kartik Agrawalla
79	Amarendra Samant
80	Sonalika Samantray
81	Subhrajeet Mohapatra
82	Arman Satapathy
83	Karan Sharma
84	Debabrat Sahu
85	Sanjukta Mahapatra
86	Samiran Mishra
87	Bharti Bhotra
88	Ashul Mohanty
89	Suman Sourav Sahu
90	Abhishek Mohapatra
91	Aman Agrawalla
92	Babita Pradhan
93	Deblina Parida
94	Jasmine Rout
95	Aditya Dhawan
96	Mohit Kanadya
97	Narayan Mishra
98	Snehasis Mishra
99	Supriya Giri
100	Piyush Parthak
101	Sidharth P Seth
102	Nikhil Senapati
103	Manjula Tripathy
104	Yash Choudhury





