

REPORT OF ESTART STARTUP BOOTCAMP

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

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

Date of the event: 7th – 9th December, 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 Postgraduate students of Xavier University from 7th – 9th December, 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.

Day 1- 7th December

Inaugural session:

The inaugural session started with the introductory speech by Vishnu Nagraj, Founder of Carve Startup Labs. He endorsed the students as the future of the start-up's innovative culture. He encouraged the participants to be a source of employment that will boost the nation's economy. He acknowledged that the proudest moment would be when the participants can successfully establish their start-up.

Prashanta Biswal, Evangelist at Startup Odisha, initiated his speech by exhibiting the current pandemic situation's optimistic side. He mentioned that the pandemic compelled us to utilize technology and local resources to proceed from this stagnant situation. He gave an example of a customized T-shirt Manufacturing start-up that originated in NIT Rourkela by using local resources and attending to the local customers' needs. Additionally, he mentioned the support and handholding that the government provides for the budding entrepreneurs through Startup Odisha. Mr. Biswal enlightened the fact that the environment plays a vital role in framing the ideas. The Startup Bootcamp 2020 is an epitome that will serve as a buoyant force to students to kick start their entrepreneurial venture. He cited the examples of Aquaponics, where he explained that smaller areas could be optimized to promote sustainable urban areas. He concluded the speech with a visionary note, 'Every adversity around us creates new opportunity to start the business.'

Dr. Fr. Antony R. Uvari, S.J., Vice-Chancellor, Xavier University, Bhubaneswar, instilled the importance of an incubation center for developing entrepreneurial skills. The incubation centers help to evolve insights for creative business development ideas. He stated that social challenges could be the source to understand the environment where the start-up can prevail. He emphasized developing leadership skills and a risk-taking attitude to create impact and value as an entrepreneur. Lastly, he declared the Bootcamp open. He summarised the speech with a powerful message, 'Be open to inculcate new learnings.'

Rashmi Ranjan Sahu, Senior Mission Associate, Startup Odisha, emphasized the assistance provided by Startup Odisha for the emerging ventures. He mentioned Startup Odisha as a one-stop solution for all the aspiring start-ups, and it is also trying to get connected to young and ignited minds who can carry forward the start-up culture. He mentioned the role played by internships for providing hands-on experience to students.

Arpita Jena, Nodal Officer, Xavier University, Bhubaneswar for Startup Odisha, highlighted the importance of social incubation and entrepreneurship sourced from local resources. With an example of two blocks of Tumuribanadh and Kotubandh where local tendu leaves are being used for making paper plates, she explained the importance of local resources for entrepreneurs. She motivated the students by instilling the idea that every participant holds the potential to start their venture.

Mentor Vishnu Nagraj commenced the session by sharing his entrepreneurial journey, which he started in 3rd year of his Engineering Degree. He got the opportunity to attend one Bootcamp from where he decided to take the bold step of starting his venture. He impressed upon the audience his secret mantra of success, "Success is personal. Do what you love."

The sessions were planned in a way where participants will experience a journey from Ideation to final start-up plan. He threw light on the **Ideation Process** where his keen focus was on letting the participants explore new ideas that will solve the problem around them. He started by asking the students to brainstorm a few ideas and connect them according to the **Problem, Competitor, and People**. He emphasized these points with a case study of Padman, where he helped students identify the connection between ideas and the three parameters. According to him, in Padman, the problem was around his family, and he was determined to solve it. Competitors were already present in the market, but his main focus was on cost-efficient and hygienic-sanitary napkins so that the females of lower economic strata can afford them.

Evening Session:

The evening session was explicitly on **the Customer Analysis Process**. Vishnu Nagraj sir described that the next step is to illustrate the customer's idea in an as simple way as possible. Communication with the customer is vital as the end-user needs to understand the product's feasibility and services as it will help resolve their problem. Regarding this, the participants need to put themselves in place of the customer and identify the issues and new features that they would like to have on the product.

With this, the customer will be involved, and it will help the participants give consumers reasons to buy and use their product. In the long run, it will help identify the Unique Selling Proposition of the product and services.

Day 2 – 8th December

Morning Session:

The next day's first session focused upon the **Product Development Process**, wherein the students learned to convert their idea into a customized product. The idea goes through the brainstorming process of customization, which starts with the customer survey to understand the customer's needs. The process also includes **user activities, functions, features, components, customer revalidation, implementation, and rejection**.

The user activity involves all the activities that an end-user will do while using that product and services. The function includes the specified purpose of the product, and the feature consists of an additional part that makes the product and service more functional. Components comprise the process of pricing, marketing, and operations as prices generally change the market and the target customers; thus, it is essential to understand these parts at an early stage. At this point, the customer revalidation will guide the students to refine their products and ideas according to the customer's review and expectation. After revalidating the customer, the changes should be implemented, and the ideas, functions, features which are not feasible can be rejected and skipped.

Evening Session:

The evening session introduced **Business Model Process** wherein Mr. Vishnu Nagraj discussed how to plan the product placement in the market. The different components of the process were- **key partners, key resources, key activities, value proposition, customer relationship, channels, cost structure, customer segmentation, and revenue streams**. The key partners involve all the users in the supply chain, which helps manufacture and distribute the product and services. The key resources are the raw materials that are essential for the production, and key activities are the critical actions which are necessary to bridge the gap between customer and their needs. Value propositions are the unique value that a manufacturer or a service provider would like to inculcate with the product or service. Customer relationship consists of knowing the customer's demands and taking feedback from time to time and thereafter, redesigning the product and services to be more user friendly.

Channel denotes the distribution channels through which the product will be launched and distributed throughout the market. Cost structure will help to establish the cost-benefit analysis of the product or services. Customer segmentation comprises identifying the target audience, which will be the end-user of the product or services. Revenue streams are the source through which there would be an inflow of revenue into the venture.

Day 3 – 8th December

Morning Session:

This session was the concluding session for the participant activity workshop. Mr. Vishnu Nagaraj asked the participants to summarise their findings and put their ideas into the PowerPoint presentation with 3-4 slides and submit it to Startup Odisha. The first slide will be about the Problem which needs to be solved, whom the problem is affecting, and why the product can solve the problem. The second slide is about the details of the start-up name. The following slides would be about the flowchart of product efficiency, value proposition, target customer, and marketing channels to promote and distribute the products. He insisted on carefully devising the start-up plan and submitting both the canvas and PowerPoint after finishing the task.

Closing Ceremony:

Siddheswar Panda, CEO Printview Pvt. Ltd., talked about his journey from a 2nd year engineering student to starting a start-up that has grown multinational in a short period of around 4-5 years. They are a start-up who invest their profits into new products and thus continue to modify their product line according to the market interests. In 2018, they introduced a new product into their product line in the mural and wall décor market, which he said was booming and a new market. Thus, he inspired the participants to be dynamic and be innovative to succeed in the start-up ecosystem.

Rashmi Ranjan Sahu, Senior Mission Associate, Startup Odisha, enumerated and explained the entrepreneurial opportunity that the start-up Odisha provides. Start-up Odisha provides cash assistance starting from 20,000 to 15 lakhs based on the feasibility of the idea. They have different schemes for budding entrepreneurs and diversified support systems like varied assistance to different entrepreneurship with different needs and at different stages of their venture. He also acknowledged the participants' interest in actively participating in the Bootcamp in this challenging situation.

E. A. Augustine, Registrar, thanked Startup Odisha for conducting the start-up Bootcamp in Xavier University, Bhubaneswar, and congratulated all the participants for their participation and inspired and motivated them to look for creative ideas in their surroundings and come up with innovative entrepreneurial ideas. He talked about incubation centers and the spirit and taking of the entrepreneurial journey.

Vishnu Nagaraj, Mentor, concluded by thanking the participants for their spirit and patience during the boot camp and motivated students to keep looking for new ideas and keep thinking over their thoughts and better them with time.

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 Participant

SI No.	Name
1	Jishnu Chakraborty
2	Rick Biswas
3	Abhijit Mishra
4	Akanksha
5	Ankita Maharana
6	Aradhana Mohapatra
7	Aritra Mukherjee
8	Ayush Kumar Sahoo
9	Biraj Prasad Mishra
10	Indrashis Chowdhury
11	Jhelum Sarkar
12	Oindrila Banerjee
13	Satyanarayan Swain
14	Shivani
15	Shreya Barman
16	Shubham Deshmane
17	Tashneema Waquar
18	Smarak Mohanty
19	Avni Yadav
20	Bikram Gochhayat
21	Debopriyo Ray
22	Divya Shakti
23	Ishita Sahu
24	Nishtha Raheja
25	Pradosh Kumar Khuntia
26	Samridhi Srivastava
27	Sarani Sen
28	Shraddha Singh
29	Swapneel Das
30	Abhisek Rout
31	Aditya Padhy
32	Bigyan Mohanty
33	Abhilash Biswal
34	Abinash Sahoo
35	Akshay Kumar Bhuyan
36	Alfiya Khan
37	Alisha Maurya
38	Anamika Sahoo

39	Ankita Panda
40	Ashis Kumar Mohanty
41	Asyukta Panda
42	Debi Kalyani Nayak
43	Jai Watts
44	Shringarika Prasad
45	Viney
46	Disha Sodani
47	Divyakshi Khale
48	Priyanka Pradhan
49	Punyatoya Pradhan
50	Rajavaram Naga Sai Pranathi
51	Rashmi Ranjan Patra
52	Sandeepan Sahoo
53	Sanjana Mohapatra
54	SANJAYA KUMAR BEHERA
55	Saurabh Mishra
56	Shivam Mahapatra
57	Shradha Kumari
58	Siddhartha Das
59	Sipra Das
60	Snehanjali Susmita Ghosh
61	Soumya Ranjan Nayak
62	Sreelakshmi N
63	Srishti Sharma
64	Sudip Garain
65	Surubhi Pal
66	Swapna Raut
67	Swetapadma Rout
68	Tara Prasana Patel
69	Varsha Priyadarshini
70	Abhijeet Roychowdhury
71	Amit Kumar Swain
72	ANKAN BHATTACHARYA
73	Ankita Priyadarshini
74	Anukriti Yadav
75	Arshbir Kaur
76	Lovleen Kar
77	Ashtekar Praj Vikas
78	Riddhi Dharod
79	Saptarshi Patra
80	Somesh Das
81	Japleen Kaur Narula
82	Nikhil B. Nayak

83	Ayantica Dhar
84	Kritarth Aneja
85	Abhishek Dhir
86	Harneel Desai
87	Harsh Choudhury
88	Rasmita Das
89	Ishaan Bhalla
90	Shagun Sharma
91	Nupur Das
92	Amir Subudhi
93	Archita Patra
94	Arpita Sahoo
95	Suryakant Samal
96	Geeta Pattnaik
97	Soumya Pradhan
98	Satya prakash Jena
99	Animesh Dhal
100	Satyam Tripathy
101	Ballav Kumar Mahapatra
102	Sipra Das
103	Nootan Raj
104	Rakhi Sahu