

GearUP

ACCELERATOR PROGRAM

Organising Partner:



Knowledge Partner:

angelworks

Supported By



Startup
Odisha

The logo for Startup Odisha features the words "Startup" and "Odisha" in a bold, red, sans-serif font. To the right of the text is a green pencil icon with a grey eraser and a small green dot above it.

Program Description-

CGU Incubators Gear Up Accelerator Program with its 2nd phase of focused hand holding sessions for our regional start-ups that are coming back after the 2nd wave with new hopes & strength to meet the market & its ruthlessness. There are endless sets of questions which cross the minds of start-ups often and it should be answered. To solve such sets of question, to boost up the start-ups, to make them aware of the new trends and to help them build new strategies we are initiating such program. This particular program will focus on

- Pre-Seed Stage
 - Seed Stage
 - Early Stage
 - Growth Stage
 - Expansion phase
 - Exit phase
- of a start-up.
- AIC CVRCEF is organising an Accelerator Program (Gear Up) in association with **Angel Works** and supported by **Start-up Odisha**.
 - The total duration of the online program is 34 hours which will be conducted via virtual conferencing platform.
 - Early-stage start-ups who have proof of concept with an early traction can participate in the program.
 - Based on the stage of start-ups and their current scenario, they will be shortlisted.
 - The shortlisted start-ups will be the participants of the event throughout the program.

Program Attractions -

- Curated mentoring sessions
- Pre-requisite for start-ups to make a fruitful mentoring session.
- An accelerator program which is designed to build a “Product Market Fit”.
- Meeting some marquee investors at the end of the program.
- 3 review mentoring sessions throughout the program.
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This event report is created on 22nd July 2021. This particular event is going on and will continue till 15th August. The report contains details about the vent that had already taken place in order to provide genuine outcomes from the events.

EVENT LIST FOR THE PROGRAM-

Week	Date	Program	Mentor
1	13th April'21	Program structure, process, deliverables & outcome	Stanley Stephen , Associate Partner- Rukam Capital
1	17 th April'21	Identifying value proposition & designing the solution	Hari Balasubramanian – Angel Investor & Mentor
1	20th April'21	Size of the market, pain point, primary market research and segmentation	Prof Piyush Kumar Sinha , Director - CRI Advisory & Research, Ex Professor - IIMA
2	27th June'21 (3 PM to 5 PM)	Identifying value proposition & designing the solution	Archana Jahagirdar – Managing Partner, Rukam Capital
3	29th June'21 (3 PM to 5 PM)	Buying behaviour and pricing strategy	Vinay Kothari , Founder - Go Desi
3	30th June'21 (3 PM to 5 PM)	Creating differentiator-competitive landscape	Mahavir Pratap Sharma – Chairman, Rajasthan Angels and Tie India Angels
3	1st July'21 (10 AM to 12 PM)	Review	Stanley Stephen , Associate Partner – Rukam Capital
4	5 th July'21 (2 PM – 4 PM)	Creating MVP and testing	Aastha Anand , Founder – The Bread Company
4	9 th July'21 (2 PM to 4 PM)	Financial modelling	Tarun Pal , CFO – Rukam Capital, Nidhi Mundhra – Vice-President – Rukam Capital
5	12 th July'21 (11 AM – 1 PM)	Legal framework	Junaira Rahman , Partner – Samvad Partners
5	16 th July'21 (2 PM – 4 PM)	Go-to-market strategy	Vivek Khare , Member – Lets Venture
6	18 th July'21 (11 AM – 1 PM)	Team building	Suhas Misra , Co-founder – Misters
6	22 nd July'21 (2 PM – 4 PM)	Business plan	Munish Jauhar – President, Tie Chandigarh, Director – Chandigarh Angels Network Dhruv Nath – Director, Lead Angels
6	24 th July'21 (10 AM – 12 PM)	Review	Stanley Stephen , Associate Partner – Rukam Capital
7	25 th July'21 (2 PM – 4 PM)	Perfecting pitch	Vikas Kuthiala , Angel Investor
7	1 st August'21 (4 PM – 6 PM)	Brainstorming: startups & corporates	Abinash Mohanty , Co-founder – Native Milk
8	8 th August'21	Pitch to investor/demo day and feedback	Archana Jahagirdar , Managing Partner – Rukam Capital Ashok Singh – Vice-President- Mumbai Angels Network Vivek Khare , Member – Let's Venture

EVENT WISE DETAILS-

1-13TH.April.2021- Orientation Event by Stanley Stephen, Associate Partner.

Event Description-

The event basically focused on understanding the COHORT dynamics and their present status. The speaker was focused in analyzing the needs and expectations of the cohort members from the program so as to design the events accordingly. The motive of this particular session was to create a comfort zone for start-ups and make them open up about their problems and have a brief knowledge about the program schedule.

2- 17th.April.2021- “Identifying Value Proposition & Designing the Solution”

Event Description-

This particular session is on “Identifying Value Proposition & Designing the Solution” by an excellent Mentor & Angel Investor Mr. HARI BALASUBRAMANIAN. The speaker has led several deals in Indian Angel Network, led exits for IAN investors other than providing fund raising support for portfolio companies. He is the past President of TiE- Kolkata , COMPASS , CIITA and has held key positions in trade bodies, trusts and non-profit organisations

The speaker beautifully explains value proposition, which:

- Explains how your product solves customer problems or improves their situation
- Delivers a specific set of benefits
- Tells your ideal customer why they should buy your product instead of the competition's

According to him the proposition should be relevant to the audience, offer quantifiable value, and should have a differentiator that makes it stand out.

He also explained on how to define the product's Value Proposition by,

- Identifying Customer's Pain Points
- Identifying Product's Benefits
- Describing What Makes the Product Valuable
- Connecting The Value To the Customer's Pain
- Differentiating the Product From The Competition

For Designing the Solution, he briefed on how the definition will be used to generate the end product specifications that will be further used to produce the product and to conduct product verification. This

process may be then refined depending on whether there are additional subsystems of the end product that need to be defined by enlightening various steps for a great solution designing.

Glimpse of the event-

The image displays two sequential screenshots from a video player, showing a 'Business Model Canvas -Template' presentation. The presentation is titled 'Startup Odisha & Anga...' and includes sections for 'What is the startup's Vision?', 'Short term goals: (3 months)', 'Medium term goals: (1 year)', and 'Long term goals: (2 years)'. The main section is the 'Business Model Canvas', which is divided into five colored boxes: 'Key Partners' (yellow), 'Key Activates' (green), 'Value Proposition' (orange), 'Customer Relationship' (red), and 'Customer Segments' (blue). Each box contains specific questions and prompts for the user to fill in. For example, 'Key Partners' asks 'Who are the key partners and suppliers needed to make the business model work?', and 'Customer Segments' asks 'Who are our customers, and why would they use our solution?'. The top screenshot shows a context menu open over the 'Customer Relationship' box, with options like 'Delete', 'Duplicate', 'Turn into', 'Turn into page', 'Copy link', 'Move to', 'Comment', and 'Color'. The bottom screenshot shows the same presentation with a 'Press Esc to exit full screen' overlay at the top. The video player interface at the bottom of both screenshots shows a progress bar and a timestamp of 0:00:08 / 2:21:13 for the top screenshot and 0:55:36 / 2:21:13 for the bottom screenshot. The video player also includes a volume icon and a settings icon.

- The speaker firmly briefed about the "market size" which is made up of the total number of potential buyers of a product or service within a given market, and the total revenue that these sales may generate and he also pin-pointed on How to Calculate Market Size by:
 - Defining The Target Market
 - Using Market Research to Assess Interest in Your Product
 - Calculating Potential Sales
- The Speaker also explained how the "customer pain points" are a specific problem that customers or prospective customers of a particular business are experiencing in the marketplace, which are essentially any problems that the customer may experience along their customer journey.
- The participants also got to know about the "Market segmentation" which is a technique for using market research in order to learn all about the customers and The purpose of "market segmentation" that is not just to sell products and services, but to inform research and development.
- According to Mr. Sinha "Market segmentation" is most easily established by exploring and analysing many different characteristics of potential consumers.
- The attendees were briefed about the types of "Market Segmentation" by Mr. Sinha as well.

Glimpse of the event-

The top screenshot displays a PowerPoint slide titled "Market Size Estimation.pptx" showing a graph of Revenue versus Personalization Maturity. The graph illustrates the progression of personalization strategies from Single Message Mailing to Predictive Personalization. A horizontal line indicates "This is where most businesses lie". The strategies shown are Single Message Mailing, Field Insertion, Segmentation Rules Based, Behavioral Recommendations, Omnichannel Optimized, and Predictive Personalization. The bottom of the slide has a "Click to add notes" button. The video player shows a progress bar at 0:00:03 / 1:53:33.

The bottom screenshot displays a PowerPoint slide titled "Market Size Estimation.pptx" showing a flowchart of the Value Based Planning Model. The model is structured as follows:

- Value Based Planning Model
 - Opportunity Identification & Sizing
 - Resources & Competencies
 - Market to Enter
 - Strategic
 - Customer Expectation
 - Operational
 - Designing Offers
 - Bring Innovative Products
 - Innovative Pricing
 - Delivering Offers
 - Consistent Delivery
 - Creative Promotion
 - Customer Profile
 - Competition
 - Value Proposition
- Profitability

The bottom of the slide has a "Click to add notes" button. The video player shows a progress bar at 0:29:08 / 1:53:33.

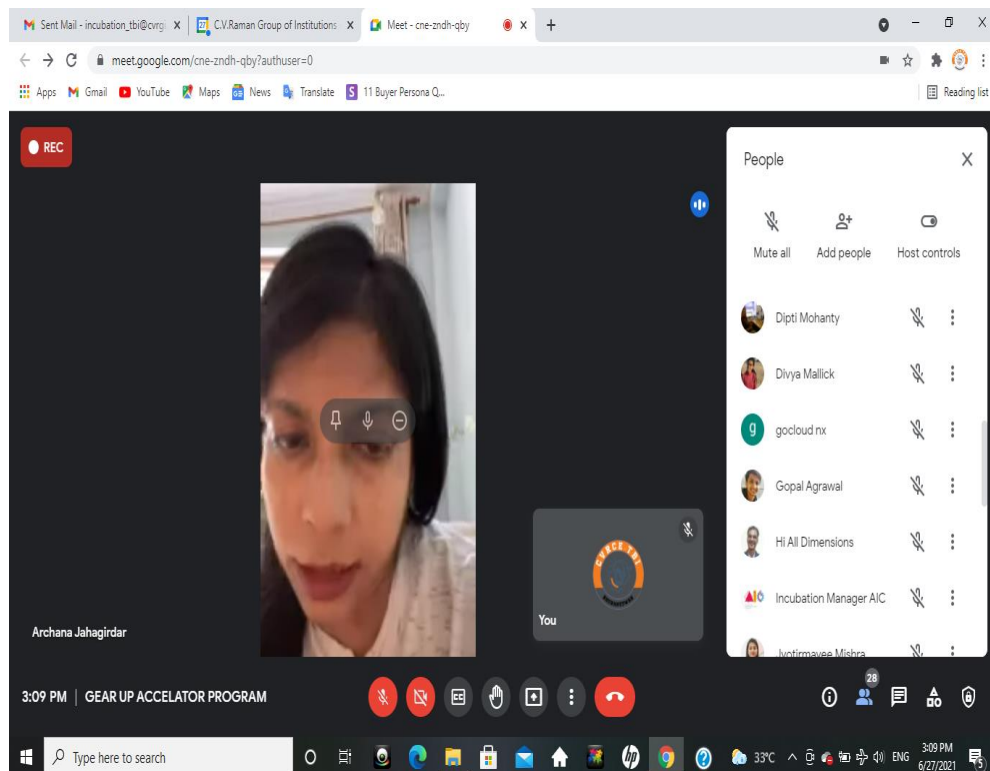
4- 27th.June.2021- Identifying Value Proposition & Designing the Solution

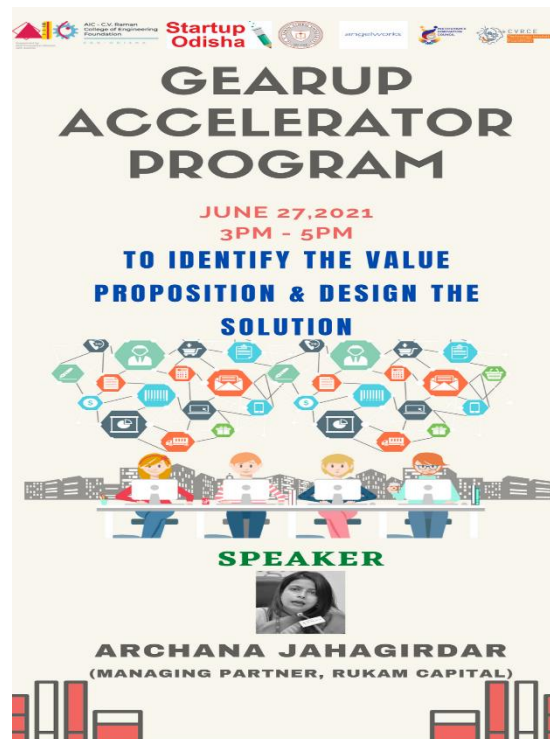
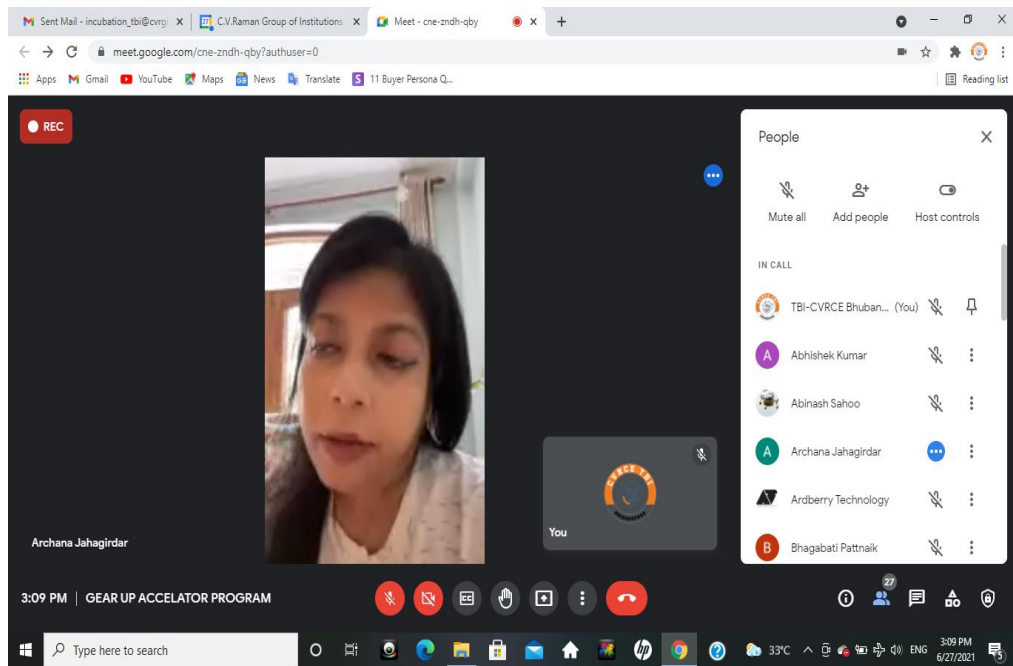
Event Description-

Coming back after 2nd wave with new hopes & strength to meet the market & its ruthlessness. CGU Gear Up with its 2nd phase of focused hand holding sessions. The 2hr session on “Identifying Value Proposition & Designing the Solution” by one of the prominent lady in the sector from Rukam Capitals Ms. ARCHANA JAHAGIRDAR.

- The participants were ready with their specifics on the title and gave their best to interact with the speaker and maximized the take home.
- The speaker made them aware about the process through which the start-ups can reach to a solution.

Glimpse of the event-





5- 29TH.June.2021- BUYING BEHAVIOUR & PRICING STRATEGY

Events Description-

CGU Incubator Accelerator brings up its next focused Hand Holding Session on “BUYING BEHAVIOUR & PRICING STRATEGY” by one of the best person having extrasensory perception on ‘Fast Moving Consumer Goods’ products in the sector Mr. VINAY KOTHARI founder of GO DESI.

☐The speaker gave some good insights in marketing, advt. and gave a brief idea about the major factors that influence consumer buyer behavior along with the type of buyers.

☐To determine the most effective pricing strategy for a company, The Speaker stressed to first identify the company's pricing position, pricing segment, pricing capability and their competitive pricing reaction strategy.

Glimpses of the events-













CVRCE TECHNOLOGY INCUBATOR FOUNDATION PRESENTS

GEAR UP ACCELERATOR PROGRAM

BUYING BEHAVIOUR & PRICING STRATEGY



HONOURABLE SPEAKER
VINAY KOTHARI
 (FOUNDER - GO DESI)

JUNE 29, 2021
1PM - 3PM

[HTTPS://MEET.GOOGLE.COM/XXJ-RYKH-YSV](https://meet.google.com/xxj-rykh-ysv)

6- 30th.June.2021-Creating differentiator & Competitive Landscape

Event Description-

CGU Incubator Accelerator brings up its next focused Hand Holding Session on CREATING DIFFERENTIATOR & COMPETITIVE LANDSCAPE by MAHAVIR PRATAP SHARMA – Chairman of Rajasthan Angels and TIE India Angels.

- “The whole point is to make the differentiation strategy reflects the things that make one different from similar competitors in their marketplace which will make the competitive landscape uneven by removing some portions of direct competitors”.
- The speaker enlightened various key topics on competitive landscape and briefed about the competitive differentiation process that distinguish from similar competitors and compelling a reason to select ones’ firm.

Glimpse of the event-







CVRCE TECHNOLOGY INCUBATOR FOUNDATION PRESENTS

GEAR UP ACCELERATOR PROGRAM

**CREATING DIFFERENTIATOR
&
COMPETITIVE LANDSCAPE**



MAHAVIR PRATAP SHARMA
(Chairman - Rajasthan Angels & TIE India Angels)

**JUNE 30, 2021
3PM - 5PM**

[HTTPS://MEET.GOOGLE.COM/HUZ-BJCA-XOR](https://meet.google.com/huz-bjca-xor)

7- 1st.July.2021- Review Session

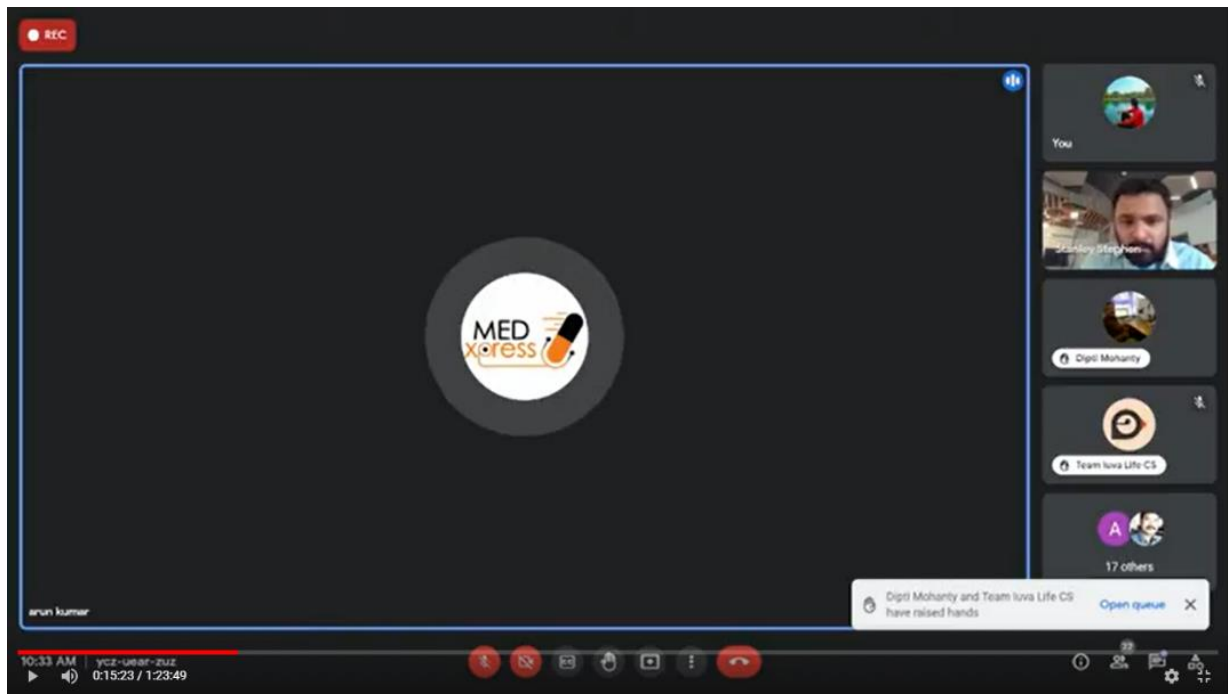
Event Description-


CGU Gear Up Program presents its 2nd phase of focused hand holding sessions with new hopes & strength to meet the market & its ruthlessness coming back after the 2nd wave. This particular session is on “Review, Analysis & Discussion” by one of the founder member of this GearUp Accelerator Program, Mr. Stanley Stephen (Associate Partner – Rukam Capital). This session also witnessed Ms. Nidhi Mundhra (Vice President – Rukam Capital) as a guest appearance to boost the outcome as well.

- The review session was conducted to boost the acceleration and to supply right dose of helping aid to each startup. All the pending queries were replied with potential answers. Each startup got opportunity to discuss hindrances that was faced by them irrespective of domains. It was indeed a very engaged and interactive session with meaningful outcomes.

Glimpse of the event-








AIC - C.V. Raman
College of Engineering
Foundation
C.C.U. - ODISHA

angelworks




CVRCE
Technology Incubator
Foundation

CVRCE TECHNOLOGY INCUBATOR FOUNDATION PRESENTS

GEAR UP ACCELERATOR PROGRAM


REVIEW session


JULY 1
|| 10 AM - 12 PM ||




STANLEY STEPHEN
[Associate Partner - Rukam Capital]

supported by






INSTITUTION'S
INNOVATION
COUNCIL



NITI Aayog

Supported By



ATAL INNOVATION MISSION

8- 8th.July.2021-Creating MVP & Testing

Events Description-

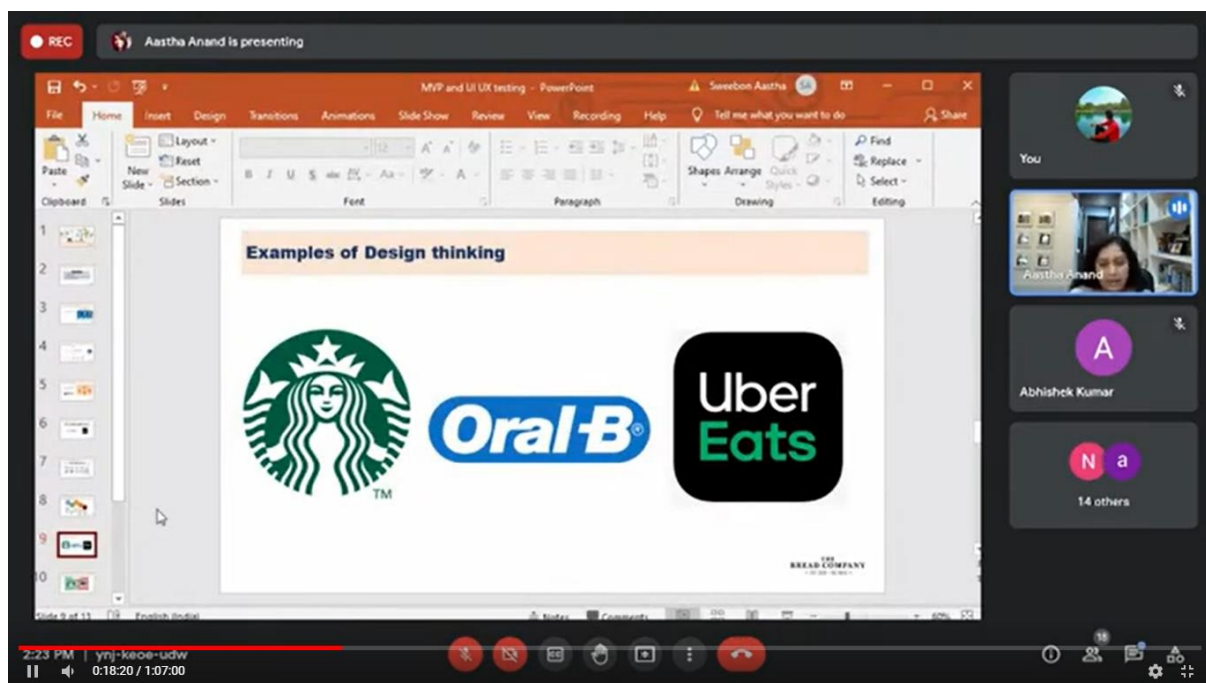
The concept of building an MVP wasn't always already there. Even now, many startups and entrepreneurs underestimate the power of testing and validating an MVP. "Why should you test your MVP" is still a common search term, both on internet and in real-life conversations.

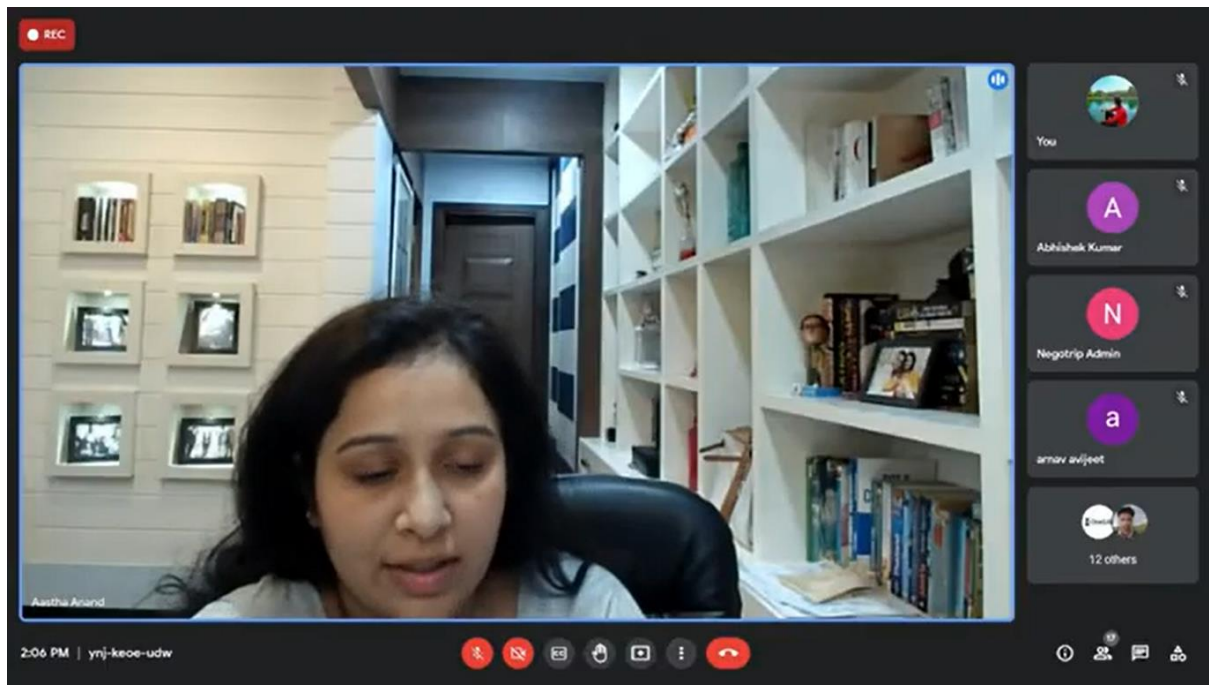
It is very critical to test MVP no matter how promising the idea sounds. Sometimes, how we see the product or the problem for that matter, is vastly different from the audience we are aiming to target. The key to developing an effective MVP is defining the problem as clearly and specifically as possible.

Hence,CGU Gear Up with its 2nd phase of focused hand holding sessions for our regional start-ups that are coming back after the 2nd wave with new hopes & strength to meet the market & its ruthlessness. This particular session is on "Creating MVP & Testing" by one of the prominent lady in the sector Ms. AASTHA ANAND (Founder – The Bread Company).

- "The minimum viable product is that version of a new product which allows a team to collect the maximum amount of validated learning about customers with the least effort."
- This particular session started with a brief background on MVP, how the firms' should build the MVP and concluded with the best essential strategies to test their MVPs.

Glimpse of the events-






CVRCE Technology Incubator Foundation Presents

GEAR UP ACCELERATOR PROGRAM

July 8, 2021
2:00 PM to 4:00 PM
CREATING MVP & TESTING



AASTHA ANAND
 (Founder - The Bread Company)

9- 9th .July.2021-Financial Modelling

Event Description-

Financial Modelling is something every startup struggle with this. It is so important for businesses that no one can plan, visualize the future of their firm without creating a solid projected financials.

CGU Gear Up with its 2nd phase of focused hand holding sessions for our regional start-ups that are coming back after the 2nd wave with new hopes & strength to meet the market & its ruthlessness. This particular session is on “Financial Modelling” by one of the prominent lady in the sector Ms. Nidhi Mundhra (vice president – Rukam Capital).

- “This session on Financial Modelling is all about how exactly an entrepreneur should think and design the Financial Structure. It is a mix of visualization, past numbers & projected future plans.”
- The speaker shared few sheet formats which are very essential for a start-up to maintain regularly in order to keep a check on the financial structure.
- The speaker gave few tips and tricks to keep a record of the transactions without any hustle.

Glimpse of Events-



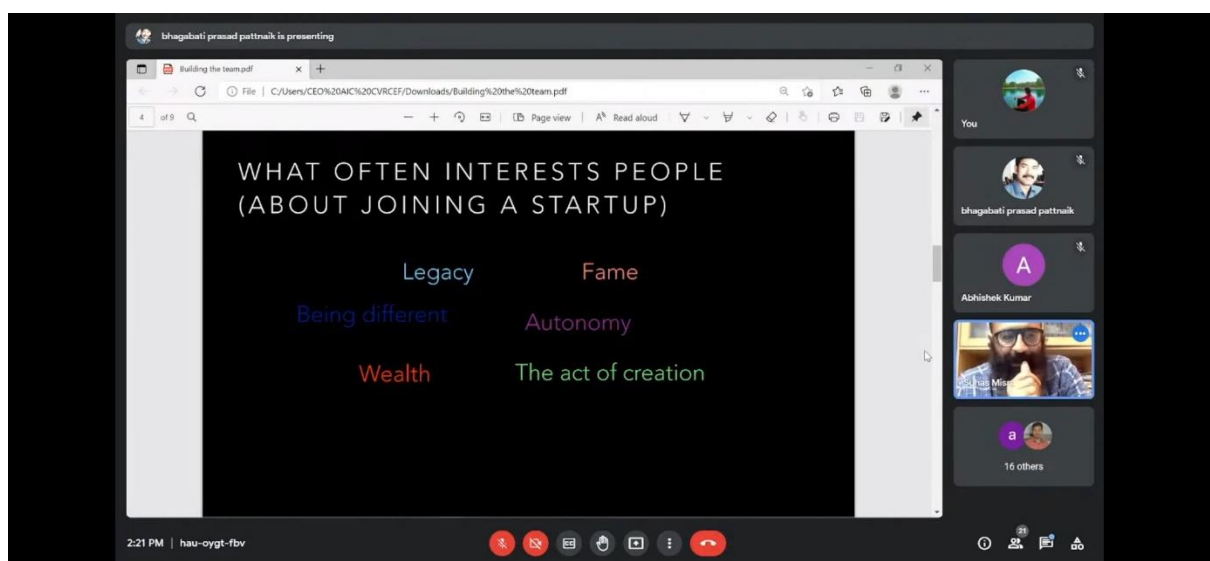
10- 16th.July.2021- Team Building

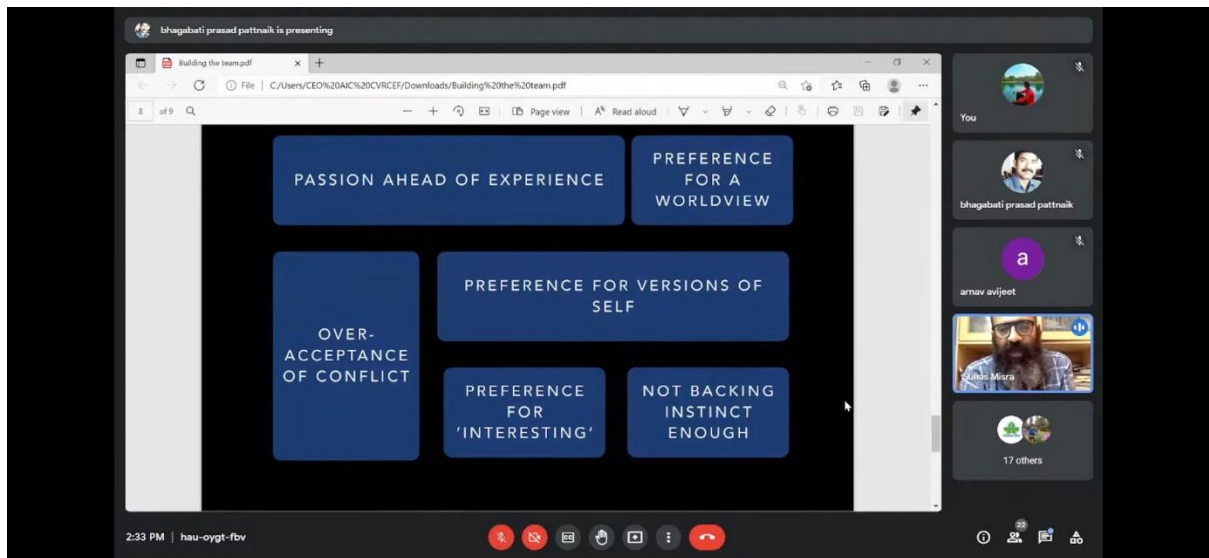
Event Description-

The Speaker Mr.Suhas Misra (Cofounder of Misters & Paper boat) was a great personality to interact with. He spoke about the team building, its importance. Startups often lack good team which is a matter of concern. So our speaker basically addressed this issue and tried out giving some real time solutions that can be applied.

- The speaker made the startups aware about team dynamics and team building perks.
- He also addressed few ways to make the startups a better place where people would love to join them.

Glimpse of the events-





11- 22nd .July.2021- Building an Effective Business

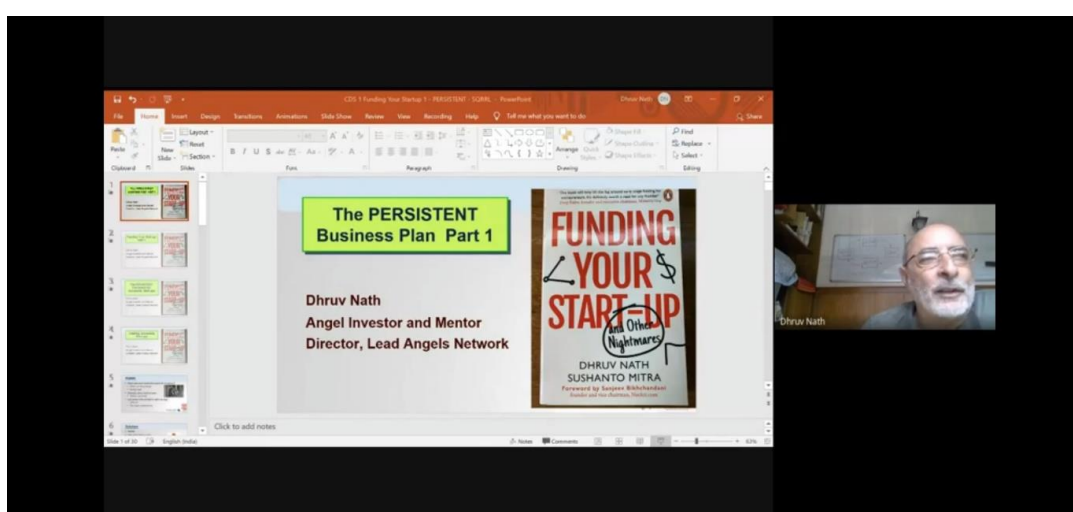
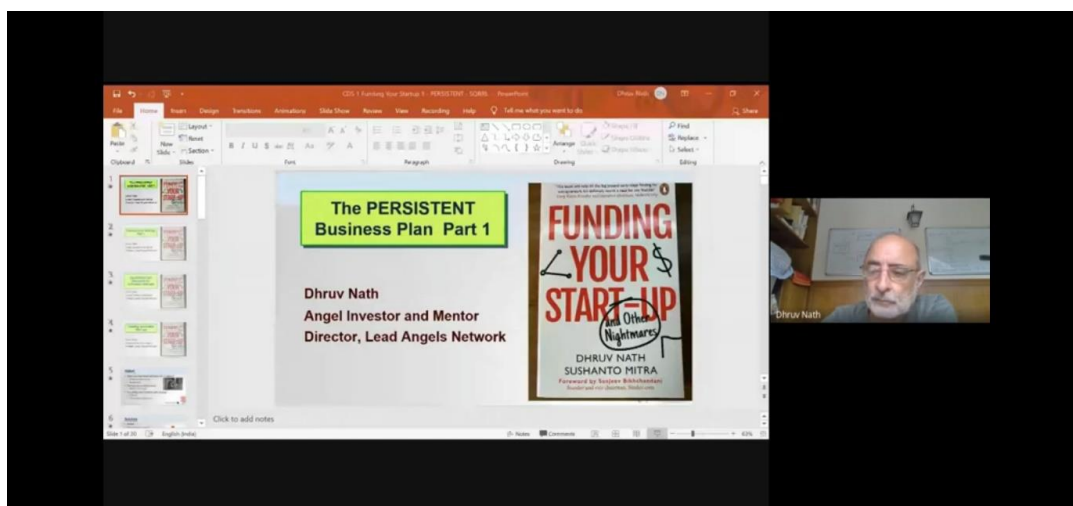
Event Description-

The speaker Mr.Dhruv Nath (Director-Lead Angels) is an amazing speaker and advisor. He conducts such sessions regularly and knows how to keep his audience involved. The event was based on various strategies using which we can form up an effective business plan to sustain in the market. Our startups had a lot to take back from him as he was so smooth in explaining with real time examples of existing startups.

- He advised the startups to make a persistent business plan and to always have a backup with feasibility ready.
- The speaker shared the process of designing the plan with keeping certain key points in mind.
- He involved points which an investor look into , what market demands and what is expected from an entry level startup.

Glimpse of events-





Part of the Event yet to be conducted:

1	25 th July'21 (2 PM – 4 PM)	Perfecting pitch	Vikas Kuthiala , Angel Investor
2	1 st August'21 (4 PM – 6 PM)	Brainstorming: startups & corporates	Abinash Mohanty , Co-founder – Native Milk
8	8 th August'21	Pitch to investor/demo day and feedback	Archana Jahagirdar , Managing Partner – Rukam Capital Ashok Singh – Vice-President- Mumbai Angels Network Vivek Khare , Member – Let's Venture

Outcomes of the events-

- Startups are now able to make a value proposition and also determining plans for value addition in order to sustain in the market.
- Startups now have a format to maintain their financial structure and are able to project the future financial estimation.
- They have got few insights for creating their MVP and also to get an effective business plan.
- Startups are focusing more on team building and orientation.

Conclusion-

The program is still continuing and we expect some more effective sessions which can help the startups in other aspects as well. The strength and knowledge this sessions are providing the startups is commendable and truly appreciating.



AIC C.V.Raman College Of Engineering Foundation