Student Startup Support System (S4)

Crowd-Funding Initiator (CFI) 2.0

"Mind to Market Through Crowd Funding"

After a great success of **Crowd Funding Initiator (CFI)** in June 2014, get ready for CFI 2.0 this December. CFI is India's first boot camp to make young entrepreneurs & innovators crowd fund ready. The 12 day programme nurtures & mentors young students to raise funds for their ideas/projects through the power of crowd.

CFI hones practical skills and build your confidence in a working environment. The 12 day program will enhance skills like, team working, creativity, pitching ideas, branding & marketing, hands on activities on film making and social media session with industry experts. The sessions will be facilitated by dedicated mentors throughout the program. At the end of the program, the final projects will go live on indigenous crowd funding platform.

For Whom: GTU students, Alumni or Faculty Members, who have an innovative product or who have been working on an innovative idea and who need seed funding to for reaching the threshold of the market

When: 8th December – 22nd December (Every-day-All-day)

Where: S4 Co-Creation Center (S4-C3), room no 126, GTU Ahmedabad Campus, 2nd Floor, ACPC Building, LDCE complex

Why: Crowd-funding is the practice of funding a project or venture by raising small amounts of money from a large number of people. More than 90% of student start-ups, based on good ideas and prototypes, die a premature death despite having a huge potential. Most of them also suffer from incomplete market research. Crowd-funding permits the use of the connected world as a market research tool for innovative ventures, which want to find their target consumers. By using crowd-funding a budding entrepreneur can market the concept to numerous stakeholders, can get insightful inputs from them and can obtain help in product validation. In addition, of course, Crowd-funding can help raise funds during the crucial phase of product development.

Crowd Funding Initiator (CFI) is an effort to make the potential entrepreneurs & innovators funding-ready through use of this internationally successful tool called "Crowd".

How: The two week long module will include focused sessions with industry experts, case studies, mentor session and hands-on-exercise on different aspects of crowd-funding with selected finalists. At the end of the program, all the selected finalists will go live on a dedicated crowd-funding platforms and not only learn how to get funded but "do-it themselves". Also a mega public launch of crowd-funding projects in Gujarat will be attempted.

How to participate: Interested students, alumni and faculty members can apply online at: http://bit.ly/CFIform on or Friday Dec 7, 2014 before 10:00 AM IST.

For detailed about the program: http://crowdfundinginitiator.com/

Facebook: https://www.facebook.com/CrowdfundingInitiator, https://www.facebook.com/gtu.innovationcouncil

Twitter: https://twitter.com/CFInitiator

Chief Mentor of the program: Mr. Ateet Bajaj, Founder, Start51 and Kumar Manish

For any suggestion about the program kindly write to: Mr. Hiranmay Mahanta , Honorary Director,GTU Innovation Council , hiranmay@techpedia.in ,gic@gtu.edu.in, info@crowdfundinginitiator.com

Call- 079-26300599

N.B. An expert jury will review all the nominations and the best teams will be given final confirmation in mail and call. The expert team may telephonically interview and wish to have a physical interview with the teams before choosing the final list for this one-of-its-kind summer boot camp.

There will be total three phases of this whole event.

1.   **Registration and Selection Phase.**
2.   **Training and launching Phase.**
3.   **Campaigning Phase.**

- **Phase 1: Registration and Selection Phase.**

    ✓ The first day will be for Launching of event
    ✓ The next 5 days will be for registration of categories as given below. And from those entries total 25 teams will be selected. Local events can be organized with judges to select.
    1. Writers
    2. Film Makers
    3. Application Makers
    4. Sports
    5. Innovators
    6. Social
    ✓ The final 10 teams will be chosen from 25 teams for crowd funding process by taking interviews at S4-C3 and, wherever required, at different colleges.

- **Phase 2: Training and launching Phase**

The Training phase will cover total 12 days which is scheduled as under:-

    o **Day 1: Problem solving start-up : CFI module 1 canvas**

        ✓ This session will start with defining the startup idea and its problem solving attitude; also a brief on what is Crowd funding? And how it works?

    o **Day 2: How to start branding on the internet? : Social Media Canvas**

        ✓ One session will be of Social Media which helps Project creators to define the path of marketing and basic branding techniques for the powerful social media and internet.

    o **Day 3**: **Resources what a start-up has and what they need : CFI module 1 canvas**

✓What are the Factors affecting the ideas in becoming the startups; what are the resources required (from money to expertise) through case studies of various startups.

o **Day 4: what should the crowd get? : Reward model canvas**

✓Separate sessions explaining "What is Reward and how it is essential for successful crowd funding"? This session will include hands-on exercise of market research and feedback.

o **Day 5: How to price your rewards? : Reward model canvas**

✓Creating rewards for their particular project all participating teams will form their rewards and do a pricing survey of what they are going to offer to the crowd

o **Day 6: How to present your idea? : Video canvas + scripting**

✓What to tell and how to tell is a very important learning, which shall be provided while helping each team to script their presentation before going ahead and making a video, also taking them through internationally successful crowd funding videos to help them write their own scripts.

o **Day 7: What to say in video? : Video canvas + Shooting**

✓A special session on how to shoot a video of the project by covering all the important aspects to be told to the viewers who are direct or indirect beneficiaries by an Expert videographer.

o **Day 8: Let's shoot video : Shooting video**

✓A team of videographers will handhold each participating team in shooting their videos via interviews and play enacting. These videos can also be used as an advertising campaign for these startups.

o **Day 9: Effects in Video : Editing video**

✓Once the shooting is over a team of trained editors will help in editing, finishing and adding special effects to the videos which should ideally be of one to two minutes

o **Day 10: Network time and how to reach the crowd? : Social media canvas**

✓ Exclusive Network session will be conducted by the experts who will also teach them word play and power of infographics while thinking of social media beyond Facebook and twitter by including compulsory learning of LinkedIn, blogging and G+

✓ Training on how to interact with the media to convey the best message across.

- **Day 11: Go Live for Funding : Launch + PR (power of media)**

  ✓ Press will be invited for interview of project creators thus giving them an exposure to the crowd for a maximum reach and sharing their stories with everyone.

- **Day 12: Speeches and Momentums : Pitch day and certification**

  ✓ A celebration with honorary guests and invitees to mark the launch of the startups and appreciation of the organizing team

- **Phase 3: Campaigning Phase**

  ✓ After successful completion of these 12 days, every team, with the support of the CFI team, will do the Campaigns and Events for offline marketing and funding.
  ✓ Events in colleges and social media platforms can be organized as project wise and category wise, according to the assessment from registrations.
  ✓ For campaign, various populate location can be visited to promote the project.
  ✓ There will be a special event to award the major contributions.