

## Student Startup & Innovation Policy (SSIP) Cell



### Seminar on “How to Set up Pre-Incubation Process”

Date: 29<sup>th</sup> June, 2018

Venue: Shanti Classroom, 2<sup>nd</sup> Floor, KCG.

Time: 5:00 p.m. to 7:00 p.m.

#### **About the Event:**

The session on “How to Set up Pre-Incubation Process” was organised by Student Start-up & Innovation Policy (SSIP) Cell, Ministry of Education, Government of Gujarat at Knowledge Consortium of Gujarat (KCG) on 29<sup>th</sup> of June, 2018. Around 42 delegates from different institutes participated enthusiastically in the seminar. The objective of the seminar is to invoke thoughts and inspire emerging startups and entrepreneurs during Pre-Incubation phase. Two experts, Mr. Aagam Shah and Mr. Pankaj Bhimani from GUSEC were invited to deliver expert talk for the same.

#### **About the Speakers:**

**Mr. Aagam Shah** founded Plushvie in 2017 with a vision to completely transform the way people buy jewellery. Plushvie is an AI-enabled E-Commerce Marketplace for Fine Jewellery, where Jewelry Gifting is Made Easy. Being a Marketplace, Plushvie hosts 50+ reputed jewellery brands with over 10,000+ jewelry products, giving buyers a wide range of products to choose from. Plushvie also takes care of authenticating the jewellery and delivering it safely to the doorstep of the customer. Mr. Aagam has 6+ years of experience in managing crucial assignments and leading the team.

Mr. Pankaj Bhimani is co-founder of CampusYaari, one stop solution to custom merchandising needs. It provides promotional to premium quality T-shirts with print and embroidery options at door step. Mr Pankaj is also co-founder of Iris TechSol LLP, a service provider in sector of cloud telephony, virtual customer care, toll free number solutions, call tracking management etc.

## **Highlights from the Session:**

The session initiated with typical talk on definition of startup, life cycle of startup, idea and conceptualization, roadmap etc. by representative from GUSEC. Later Mr Aagam Shah begun eye opening discussion on job verses start ups. Through his own experience he nicely explained the threats, challenges and rewards of statrtups and put strong points to commit for startup rather than monotonous job at some MNC. He introduced Plushvi Ltd., which provides online platform to merchant and customers of jewellery in retail segment. He also explained role and impacts of Machine Learning and Artificial Intelligence based improvements in customer experience for selection of jewellery and designing jewellery. He narrated his journey and motivation behind establishment of Plushvie. He described attributes required to sustain incubation and startups such as never give-up, early bird strategy, change on continuous base for improvisation, focus on customers rather than investors, select difficult option that gives benefit for long term etc trough his own valuable experiences. He ended with different definition of HOPE that is Hold On Pain Ends which is very much important in Pre-Incubation phase of any start up.

The session moved further with enlightening experience sharing and mapping the same with the incubation steps by Mr. Pankaj Bhimani. He started with his own tragic experience of being fired from the company which lead him and carved his life in a different way with startup a new business in the field of communication technology and merchandising solutions of retail marketing of T-shirts. He discussed in depth about different stages of incubation of startups such as problem search, problem solution, value generation survey, team formation, pilot trials, financial sources and scaling up. He shared his valuable experiences of development of toll free number solutions, virtual call centre development and creating micro-entrepreneurs. He suggested with emphasis that hard work is the universal key to any problem, no mater however smart is the ecosystem around and appliances or machines to be. He also put prominence to have enterpreneual mind set is the preliminary and utmost requirement for not only incubation but also equally required for scaling up as well.