

Student Startup & Innovation Policy (SSIP) Cell



Seminar on “Unit Economics for Startups”

Date: 20th July, 2018

Venue: Shanti Classroom, 2nd Floor, KCG.

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

About the Event:

The session on “Unit Economics for Startups” was organised by Student Start-up & Innovation Policy (SSIP) Cell, Ministry of Education, Government of Gujarat in collaboration with Entrepreneur Development Institute of India (EDII), Gandhinagar at Knowledge Consortium of Gujarat (KCG) on 20th of July, 2018. 14 delegates from different institutes participated enthusiastically in the seminar. The objective of the seminar is to create awareness regarding importance of unit economics in the development and sustainability of startups. Mr. Mayank Patel was invited to deliver expert talk for the same.

About the Speakers:

Mr. Mayank Patel Has over 10 years of experience in banking and financial services and has completed nine years as an academician. He has received CFA charter from CFA Institute, USA. His academic interests include financial markets, asset pricing, behavioural finance, risk management and quantitative methods. Specialises in the areas of investment research, corporate finance and financial derivatives. Has presented papers during various conferences and also attended workshops on econometrics and computational finance. He is a keen follower of political economy and developments in the field of education.

He is skilful in appraising and monitoring investment projects. He has detailed knowledge of capital markets, commodity markets, banking and related financial products and services. He has ability to operate within fast growing organizations and co-ordinate with different units of organization to achieve desired goals as well as ability to prepare financial models using MS Excel for valuation, risk management and other analysis.

Highlights from the Session:

Shri Maynk Patel delivered wonderful talk on fundamentals of economics and that to Unit Economics. Keeping in centre to the audience of diploma engineering students and faculty members. He explained the difference between typical business model and start-up. He explicates challenges, opportunities, threats associated with new start-up venture in general to encourage young minds. He also thrown light on fundamentals of economics and accounting and its role in growth of start-up. He elaborated importance of capital gain, labour and technology for analysing economical aspects of start-up. He lucidly explained costing and factors influencing costing of typical product, what is break-even point, how it is getting shifted, what is benchmarking etc. He explicated customer acquisition value and life time customer value in reference to start-up and how this affects per unit value of any product or service.

Glimpses of Event:

