

# STRATEGY SPRINT FOR START-UPS

**24 25** October 2024

Venue:

**NAMC WEST – SMART CLASSROOM**



## About Ganpat University

Ganpat University, a high-tech education campus, is a joint initiative, purely philanthropic in nature, by a large number of industrialists and technocrats, noble farmers and affluent businessmen for the mission of "Social Upliftment through Education". Ganpat University offers unique, quality, industry linked and sector-focused Diploma, Undergraduate, Postgraduate and Research level programs in the fields of Engineering, Management, Computer Applications, Pharmacy, Sciences, Commerce & Social Science, Architecture, Design & Planning, Maritime Studies, Nursing, Agriculture, Physiotherapy & Optometry, etc

## About GUNI-Incubation Centre

Established in 2016, the Ganpat University Incubation Centre is an emblem of innovation and entrepreneurial spirit. It serves as a dynamic platform for nurturing early-stage innovators, budding entrepreneurs and Next-gen family businesses, providing them with a conducive ecosystem to incubate their ideas and transform them into sustainable ventures. With state-of-the-art facilities, mentorship programs, and industry connections, the Incubation Centre at Ganpat University has been instrumental in fostering innovation, fostering a culture of creativity, and propelling the next generation of trailblazers in various fields.

## About Event

The "Strategy Sprint for Start-ups" is an intensive, hands-on, focused 2-day (10-12 hours) program designed to empower start-up founders and their teams with the strategic insight and tools necessary to drive and grow their businesses forward. This program is tailored to address the unique challenges faced by start-ups, providing a comprehensive framework to develop a clear and actionable strategic plan.

## Objectives

**Clarify Vision and Goals:** Help start-ups define their strategic vision and align it with their mission and core values.

**Identify Key Factors:** Assist in identifying strategic themes, market gaps, target audiences, and competitive factors crucial to success.

**Develop Strategic Options:** Explore various strategic pathways and choose the most promising options.

**Plan for Execution:** Create detailed plans for key activities, resources, partnerships, and initiatives to ensure effective implementation.

**Mitigate Risks:** Identify and address potential risks, ensuring a resilient and adaptable strategy.

## Key Highlights of the Workshop

**Experiential Learning:** Over the course of two days, participants will engage in highly interactive sessions that cover all critical aspects of strategic planning, from Idea (Product) to Market fit.

**Hands-On Approach:** The program emphasizes practical application, with each session designed to facilitate the creation of tangible outputs such as strategic plans, idea refinement, value propositions, and competitive analyses.

**Expert Guidance:** Led by experienced facilitators and industry experts, participants will receive personalized feedback and insights, ensuring that the strategies developed are robust and tailored to their specific business contexts and needs.

**Collaborative Environment:** Start-up teams will have the opportunity to collaborate, share ideas, and learn from each other, fostering a community of support and innovation

## Outcomes of the Workshop

- A clear strategic vision and defined strategic goals.
- A comprehensive understanding of their competitive landscape, business impact and key market segments.
- A well-articulated problem definition and value proposition tailored to their target audience.
- A strategic roadmap detailing key initiatives, resources, and partnerships.
- Practical tools and frameworks for ongoing strategic planning and execution.

## Who Can Attend?

Students, faculty, Startup Founders & Entrepreneurs

Please note that a Certificate of Participation will be given to those who successfully complete the two-day program.



Registration Fees

**Rs. 500/- (not refundable)**

Register

<https://rzp.io/rzp/Start-ups>

Last Date of Registration

**23 October 2024**

For More Information :

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## Speakers Profile



**Karmjitsinh Bihola**

Founder, Innodesk Designovation Services  
Innovation Strategist | Start-up Coach



**Haituk Patel**

Founder & Strat-x-preneur  
Management Designers

## Committee Members

### University Office Bearers

**Dr Ganpat I. Patel (Dada)**

Patron-in-Chief & President, GUNI

**Dr. Mahendra Sharma**

Pro-Chancellor & Director General, GUNI

**Dr. R. K. Patel**

Pro-Vice Chancellor, GUNI

**Dr. Saurabh Dave**

Pro-Vice Chancellor, GUNI

**Dr. Satyen Parekh**

Pro-Vice Chancellor, GUNI

**Dr. Girish Patel**

Executive Registrar, GUNI

### Convener

**Akshay Patel**

Incubation Manager

Ganpat University - Incubation Centre

**Ankit Sinha**

Asst. Incubation Manager

Ganpat University - Incubation Centre



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