

# GTU INNOVATION COUNCIL

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**INSTITUTION'S  
INNOVATION  
COUNCIL**

(Ministry of Education Initiative)

GTU Innovation & Startup Center

Report On

Startup Pathshala Second session on

**Idea Validation & Market Reserch**

**DATE** : 2<sup>nd</sup> April 2024

**TIME** : 03:00 AM TO 05:00 PM

**Venue** : GISC, Surat

**Startup**  
**पाठशाला**

   
NAAC A+

7 Seasons series organized by  
**GTU INNOVATION AND STARTUP CENTER**  
Second Session on  
**Idea Validation &  
Market Research**

**Date:** 2nd April 2024  
**Time:** 3:00 PM To 5:00 PM  
**Venue :**  
GTU Innovation & Startup Centre (GISC),  
1st Floor Amenities Block,  
Dr. S. & S. S. Ghandhy Government  
Engineering College, Majura get, Surat,  
Gujarat 395001

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**Session Experts**

  
**Mr. Krunal shah**  
Co-Founder, CEO  
Find Panditji

  
**Ms. Riddhi shah**  
Co-Founder  
Find Panditji

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Start-Up Pathshala, orchestrated by GTU Innovation & Start-Up Center (GISC), mirrors an exhilarating odyssey with seven enthralling checkpoints. At each stage, budding entrepreneurs glean indispensable wisdom. They commence by ideating innovative concepts and vetting them through real-world feedback. Subsequently, they master the craft of translating these ideas into tangible prototypes for rigorous testing. Furthermore, they immerse themselves in team-building endeavors and craft robust business strategies. Navigating through legal frameworks, particularly concerning intellectual property safeguards, forms another pivotal leg of their expedition. Additionally, they hone crucial financial management acumen. Moreover, they pivot towards customer acquisition and deploy astute marketing methodologies to bolster business visibility. Ultimately, they chart pathways for sustainable growth and prosperity, ensuring their ventures flourish. It's a captivating and enlightening escapade for all aspiring entrepreneurs!

The second installment of Start-Up Pathshala, focusing on idea Validation and market research, unfolded on April 2nd, 2024, at GTU Innovation & Start-Up Center, from 3:00 to 5:00 PM. Esteemed speakers, Mr. Kunal Shah and Ms. Riddhi Shah, graced the session with their expertise, enriching the experience for all participants.

About Guest Speaker:

### **Mrs. Riddhi Shah**

Mrs. Riddhi Shah, Co-founder of Spiritual Energy Pvt. Ltd. - Astro Find Panditji, brings a wealth of expertise to the table with her MBA in Marketing. Within Astro Find Panditji, she adeptly oversees the Marketing and HR departments, leveraging her three years of corporate experience to drive the company's growth and success. Under her leadership, Astro Find Panditji has garnered acclaim, receiving recognition from Gujarat's Chief Minister, Mr. Bhupendra bhai Patel, for its innovative work in the spiritual tech sector. Mrs. Shah's strategic insights and dedication to excellence have played a pivotal role in establishing Astro Find Panditji as a pioneering force in the industry.

### **Mr. Krunal Shah**

Mr. Krunal Shah boasts over 7 years of experience in the IT industry, serving as the CEO & Director of Biz-Insights IT Solutions LLP. He is also the Founder of Spiritual Energy Pvt. Ltd. (Astro Find Panditji) and holds the position of CTO at Signatize Pvt. Ltd. Mr. Shah's extensive expertise spans national and international

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domains, earning him numerous accolades and records. Recently, his company was selected as one of fifteen start-ups from Gujarat to participate in the MSME Hackathon (Women), underscoring his commitment to innovation and excellence in the tech sector.

### **About the event:**

The event commenced with a heartfelt welcome from Mr. Mayur Kalasariya, whose gracious demeanor set the tone for an engaging and insightful session. As attendees settled in, Mr. Kalasariya presented a momento, symbolizing appreciation for the esteemed speakers and attendees alike. With the stage set, Mr. Kunal Shah took center stage, sharing his entrepreneurial journey with Astro Find Panditji, a venture driven by his entrepreneurial spirit and vision. Drawing from his experiences, Mr. Shah navigated through the intricacies of idea validation, offering practical techniques and strategies to validate business concepts effectively.

As the event unfolded, Mr. Kunal Shah's narrative provided a compelling backdrop to the discussions on idea validation. His journey with Astro Find Panditji served not only as inspiration but also as a practical case study on navigating the complexities of entrepreneurship. Attendees were captivated by Mr. Shah's insights into the iterative process of idea validation, emphasizing the importance of agility and adaptability in refining business concepts to meet market demands.

Following Mr. Shah's presentation, Mrs. Riddhi Shah seamlessly transitioned into the realm of market research, leveraging her expertise to shed light on the intricacies of understanding consumer behavior and industry trends. With a meticulous approach, Mrs. Shah elucidated the methodologies and techniques essential for conducting comprehensive market analysis. Attendees were enthralled as Mrs. Shah emphasized the need for businesses to stay attuned to market dynamics and anticipate evolving consumer needs to maintain a competitive edge.

The session reached its zenith during the interactive segment, where attendees actively engaged with the speakers, posing thought-provoking questions and seeking further clarification on the topics discussed. The exchange of ideas fostered a collaborative learning environment, allowing participants to glean deeper insights into the nuances of idea validation and market research. Mr. Kunal Shah and Mrs.

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Riddhi Shah's expertise resonated with the audience, empowering them with actionable strategies to navigate the entrepreneurial landscape with confidence.

In reflection, the event exemplified the collective commitment of the entrepreneurial community to continuous learning and innovation. Through the guidance of seasoned experts like Mr. Kunal Shah and Mrs. Riddhi Shah, Start-Up Pathshala continues to serve as a beacon of knowledge and inspiration for aspiring entrepreneurs. Armed with newfound insights and strategies, attendees departed with a renewed sense of purpose, ready to embark on their entrepreneurial journeys equipped to thrive in today's dynamic business landscape.

## Glimpses of the Session



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## Participants List:

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