

# GTU INNOVATION COUNCIL

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**INSTITUTION'S  
INNOVATION  
COUNCIL**

(Ministry of Education Initiative)

GTU Innovation & Startup Center

Report On

Startup Pathshala Sixth session on

## Financial Planning(Oppportunity for Funding)

**DATE** : 23<sup>th</sup> April 2024

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

**Venue** : GISC, Surat



7 Seasons series organized by  
**GTU INNOVATION AND STARTUP CENTER**

Sixth Session on  
**Financial Planning  
(Oppportunity for Funding)**

**Date:** 23rd 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



**Session Expert**  
**CA Shrigopal Malani**  
Co-Founder & CEO, Hisabkitab



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Start-Up Pathshala, organized by GTU Innovation & Start-Up Center (GISC), is like a journey with seven exciting stops. At each stop, budding entrepreneurs learn important things. They start by coming up with cool ideas and then make sure those ideas are good by checking with real people. Next, they learn how to turn their ideas into simple versions that they can test. They also figure out how to build strong teams and make plans for their business. They learn about the rules and laws they need to follow, especially when it comes to protecting their ideas. Plus, they learn how to manage money wisely. Then, they focus on finding customers and making their business known through smart marketing. Finally, they learn ways to keep their business growing and successful. It's like a fun and educational adventure for anyone dreaming of starting their own business!

The inaugural Sixth session of the Start-Up Pathshala on Financial Planning unfolded on April 23, 2024, at GTU Innovation & Start-Up Center, from 3:00 to 5:00 PM. User, alongside a diverse array of eager participants, had the privilege of welcoming two distinguished guests: Dr. Chaitanya K. Desai, Principal of CK Pithawala College and an alumnus of SVNIT (1999-2001), who shared insights garnered from his background in production engineering, underscoring the paramount importance of financial acumen in startup ventures. The Speaker of the session Mr. Shri Gopal Malani, the esteemed CEO of Hisabktab, offered invaluable perspectives on financial management strategies. Dr. Desai's enlightening discourse, supplemented by Mr. Malani's expertise, provided attendees with a comprehensive understanding of the pivotal role finance plays in nurturing and sustaining entrepreneurial endeavors, setting a firm foundation for their future pursuits.

### **About Guest Speaker:**

#### **Mr. Shri Gopal Malani,**

Mr. Shri Gopal Malani, the forward-thinking CEO of Hisabktab, whose distinguished background and entrepreneurial acumen lent invaluable depth to the discussion. Mr. Malani's journey to leadership is marked by exceptional academic achievements, having secured the 16th rank nationwide in the CA final exams and the 25th All India Rank in the CA IPCC examinations, alongside completing his B.Com and LLB from VNSGU. Prior to assuming his role at Hisabktab, Mr. Malani established a thriving consultancy firm renowned for its comprehensive suite of financial, accounting, and legal services catering to clients across India. Notably, his consultancy firm exhibited a special dedication to supporting startups and SMEs,

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reflecting his deep-seated commitment to fostering entrepreneurship and small business growth. Mr. Malani's proactive approach to seeking out new opportunities underscores his unwavering dedication to propelling Hisabktab forward, inspiring attendees with his innovative vision, strategic foresight, and unwavering commitment to excellence.

### **About the event:**

The session commenced with a warm welcome from Mr. Mayur Kalasariya, setting a tone of inclusivity and enthusiasm. His gracious introduction was accompanied by the thoughtful presentation of a memento to Dr. Chaitanya K. Desai, and Mr. Shri Gopal Malani, acknowledging their invaluable contributions to the entrepreneurial ecosystem. The event commenced with Dr. Chaitanya K. Desai delivering an invigorating keynote speech, urging attendees to seize every opportunity and actively participate in shaping their entrepreneurial journey. Dr. Desai shared personal anecdotes and insightful tips, emphasizing the importance of resilience and determination in the face of challenges. His motivational address set the tone for the session, inspiring participants to strive for excellence and embrace the entrepreneurial spirit.

Following Dr. Desai's stirring speech, Mr. Shri Gopal Malani, CEO of Hisabktab, took center stage to delve into the intricate world of startup funding. With his wealth of expertise and background in finance, Mr. Malani demystified complex financial concepts and outlined practical strategies for startup founders. He explained the difference between startups and traditional businesses, as well as the distinctions between bootstrapped and funded businesses. Mr. Malani then delved into funding lingo, covering terms such as runway, termsheet, and the various stages of funding including Pre-seed, Seed, Series A, B, C, and Bridge rounds.

Moreover, Mr. Malani underscored the importance of financial literacy for startup founders, highlighting the necessity of thorough industry research and meticulous financial planning. He provided invaluable guidance on preparing financial statements and projections, emphasizing alignment with key business metrics such as Contribution Margin, Gross Margin, Net Margin, Break-Even Level, EBITDA, CAC, and LTV. Additionally, Mr. Malani discussed personality traits for successful startups, including acceptance of failures, patience, resilience, flexibility, leadership, and the ability to learn from mistakes.

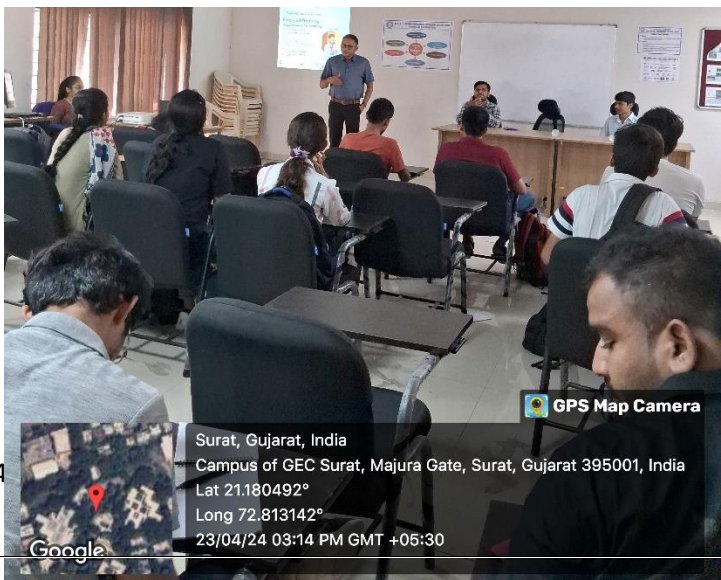


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As the session drew to a close, Mr. Malani shared motivational quotes and presented insightful facts and figures about India's startup ecosystem, leaving attendees inspired and informed. He concluded the event by suggesting books to read and channels to watch for further learning, and opened the floor for a lively Q&A session where attendees could engage in meaningful discussions and seek clarification on any topics discussed.

## Glimpse of the Event:






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 GPS Map Camera



Surat, Gujarat, India

16, Ashok Nagar Society, Athwa, Surat, Gujarat 395001, India

Lat 21.18003°

Long 72.811481°

23/04/24 03:43 PM GMT +05:30

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