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**INSTITUTION'S
INNOVATION
COUNCIL**

(Ministry of Education Initiative)

GTU Innovation & Startup Center
Report On
Startup Pathashala Seventh Session on

Customer Finding, Marketing & Growth Strategy

DATE : 30th April 2024

TIME : 03:00 AM TO 05:00 PM

Venue : GISC, Surat

**Startup
પાઠશાળા**

GUJARAT TECHNOLOGICAL UNIVERSITY
NAAC A+

GISC-TBI

7 Seasons series organized by
GTU INNOVATION AND STARTUP CENTER
Seventh Session on

**Customer Finding, Marketing,
& Growth Strategy** Session Expert

Date: 30th 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

REGISTER NOW :
rb.gy/0g4ahg

Mr. Punit Gajera
Founder- Kuberjee
Co-chairmen, startup and innovation committee,
(SGCCI)

IN ASSOCIATION WITH

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DEPARTMENT OF
SCIENCE & TECHNOLOGY
INSTITUTION'S
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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 last session of Start-Up Pathshala on Customer Finding, Marketing Strategy took place on April 30, 2024, at GTU Innovation & Start-Up Center, from 3:00 to 5:00 PM. The session was graced by the esteemed presence of Mr. Punit Gajera, who brought his wealth of experience and expertise to inspire and guide participants. Mr. Punit Gajera's leadership and vision set the tone for an engaging and insightful exploration of the entrepreneurial ideation process, fostering a dynamic environment conducive to creativity and innovation. Throughout the session, participants were encouraged to unleash their entrepreneurial potential, sparking the genesis of transformative ideas and laying the groundwork for a journey of entrepreneurial discovery and growth.

About Guest Speaker:

Mr. Punit Gajera

Mr. Punit Gajera, the Founder of Kuberjee and Co-chairman of the startup and innovation committee at SGCCI, brought a wealth of experience and expertise to the event. With a background in Information Technology and a commendable academic record, including being in the top three of his batch during his M.Sc., Mr. Gajera is a seasoned entrepreneur and leader. His venture, Kuberjee, is a tech-enabled platform that empowers social entrepreneurship at the village level by providing last-mile financial and digital services to underserved communities in rural India. Additionally, as a

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Strategic Advisor at Visitorz.io, Mr. Gajera contributes to enhancing visitor experiences and security for businesses through innovative digital solutions.

About the event:

The event commenced on a welcoming note, with the host extending warm greetings to all attendees, setting the stage for an enlightening session. Mr. Mayur Kalsariya, in a gesture of appreciation, bestowed a momento upon the esteemed guest, Mr. Punit Gajera, emphasizing the significance of his presence at the event.

Mr. Gajera's presentation began with a relatable example of finding customers, drawing parallels to the allure of mangoes during the summer season. He eloquently discussed the concept of Customer Persona (ICP) - Ideal Customer Profile, emphasizing the importance of understanding and targeting the right audience for business success. The audience gained valuable insights into crafting effective marketing strategies, including market analysis to navigate the competitive landscape and identifying Unique Value Propositions (UVP) to stand out in the crowd.

Throughout the session, Mr. Gajera's expertise shone as he shared practical tips and strategies for achieving growth and success in business. From understanding customer needs to developing compelling marketing messages and strategies, attendees left the event equipped with actionable insights to drive their businesses forward.

In conclusion, the event proved to be a valuable opportunity for attendees to learn from Mr. Punit Gajera's wealth of experience and expertise in customer finding, marketing, and growth strategies. The interactive session fostered meaningful discussions and provided attendees with practical tools and techniques to enhance their business endeavors. Overall, the event was a resounding success, leaving participants inspired and empowered to implement newfound knowledge in their respective ventures.

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Glimpse of the Event:



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Participants List:

Startup Pathshala GISC Surat 30 April

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