

Report on the Celebration of National Startup Day

Venue: Tatva Institute of Technological Studies

Date: 16/01/2025

Organized by: Tatva Sansodhan Aviskar Kendra (TASK)

Introduction

The Tatva Institute of Technological Studies celebrated National Startup Day with great enthusiasm, focusing on inspiring students to explore the world of startups and entrepreneurship. The event was graced by two distinguished guests:

1. Prof. Atul Makvana – A renowned academician and startup mentor.
2. Mr. Mayank Panchal – Founder of Pico Learning App, an innovative platform in the education sector.

The event aimed to motivate young minds to embrace entrepreneurship and provide them with practical insights into launching successful ventures it also includes the project screening of students.

Session Highlights

1. Address by Prof. Atul Makvana

Prof. Makvana delivered an insightful session on startup activities, emphasizing the importance of starting small and scaling over time.

Key Points Discussed:

Understanding the Startup Ecosystem: He elaborated on how students can identify opportunities in their surroundings and turn them into viable business ideas.

Starting with Small Projects: Prof. Makvana encouraged students to begin with small, manageable projects to build experience and confidence.

Steps to Launch a Startup:

Identifying a problem.

Conducting thorough market research.

Developing a minimum viable product (MVP).

Building a robust team and seeking mentorship.

He also shared real-life examples to illustrate the process of ideation, innovation, and execution.

2. Journey of Pico Learning App by Mayank Panchal

Mr. Mayank Panchal captivated the audience by sharing his inspiring journey of founding the Picso Learning App.

Key Points Discussed:

Inception of the Idea: He explained how he identified the gap in personalized learning tools and envisioned Picso as a solution.

Development Phase: The app started as a simple idea but grew through consistent effort, feedback, and adaptation.

Working Mechanism of Picso Learning App:

The app provides interactive, personalized learning experiences for students.

It uses AI algorithms to adapt content based on individual student needs.

Revenue Model:

Subscription Plans: Offering premium content and features for paid users.

Partnerships: Collaborating with educational institutions and tutoring centers.

Advertisements: Monetizing through targeted and relevant ads within the app.

Mr. Panchal emphasized the importance of perseverance, customer feedback, and innovation in achieving success.

Student Interaction and Feedback

The sessions were followed by a Q&A round where students actively participated, asking questions about challenges, funding, scalability, and the future of startups. Both speakers provided insightful answers, leaving the audience inspired. After that students Project Screening is held.