



# **Ideas to Impact: A Journey through Creativity, Innovation, & Startups**

**The What, why, and how of the  
*Idea to Market Journey.***



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## **Ideas to Impact: A Journey through Creativity, Innovation, & Startups**

The What, Why, and How of the

### ***Idea to Market Journey***

An expert session was conducted on August 26, 2025, at PLASTINDIA INTERNATIONAL UNIVERSITY, Dungra Colony Road, Dungra GIDC, Vapi. This whole event was coordinated by Dr Kiran Patil, director of the Plast India International University. A total of 80 first-year students (25 from the Department of Plastic and Polymer Engineering and 55 from the Department of Computer Science Engineering) attended the session. Prof. A.S. Mishal, SSIP Coordinator of the Electrical Engineering Department, accompanied me during the session. The brief outcome of the session is as follows. The session started with a brief explanation of innovation, invention and creativity. With examples, the terminology was cleared. Invention involves the discovery of something new, while innovation entails the utilisation of a novel idea or method. Innovation is the act of introducing fresh concepts or approaches to the market and transforming existing inventions into practical products or processes that have real-world utility. Creativity is the generation of new ideas. For the marketing journey, utmost clarity was needed for proof of concept, prototype, and minimum viable product. It was delivered with many examples. The need and necessity of intellectual property rights were explained in relation to the current filing rate of patents compared to the US and other countries. The IPR classification encompasses both tangible and intangible properties, with specific examples. The essential intellectual property rights acts were also covered. Various kinds of IPRs, patents, copyright, design patents, Trade marks, geographical indications, trade secrets, etc, were explained, including the patentability criteria, and explaining the benefits of having granted patents. How one can file different patents for a single research application was explained by displaying various ideas.

The types of funding available and the procedure to follow for the Gujarat government's student startup innovation policy were explained. What is Prior art, and the prior art search procedure was also presented with a patent status check online. The session also covered the legal definition of a startup, the recognition procedure for startups, and the availability of various funding schemes. Many examples of E-Commerce-based and environmentally focused startups, particularly among students of plastic and computer engineering, were present, including those focused on plastic and plastic recycling. Artificial intelligence, cybersecurity, cloud computing, machine learning, data science, analytics, and all specialised emerging areas of robotics and automation, Fintech, EdTech, AR/VR, etc., were explained.

Mainly during the session, it was emphasised to give weightage to understanding ideation, the five steps of ideation, empathy, design thinking terminology, and canvases, including the product development canvas

and the business model canvas. Additionally, time was allocated for writing, with analysis, testing, and troubleshooting before market penetration.

Startups can be classed based on a variety of factors, including industry emphasis, business model, stage of development, and target market. Let's go over some standard classifications:

## 1. Industry Focus

### Tech Startups

These startups are driving technical innovation by leveraging breakthroughs in software, hardware, or a combination of both. Indian examples include Ola, OYO, and Flipkart, which have altered transit, hospitality, and e-commerce. Biotech Startups. Indian biotech companies, such as Biocon and Bharat Biotech, are making substantial advances in vaccine research, drug discovery, and genetic engineering. Indian fintech businesses, such as Paytm, PhonePe, and Razorpay, are revolutionising digital payments, loans, and banking services by leveraging technology to meet the diverse demands of India's rapidly expanding economy. Redefining retail paradigms with their online presence, Indian e-commerce firms like Flipkart, Amazon India, and Snapdeal have transformed customer behaviour and preferences, delivering a wide range of products and services through digital platforms.

### Food and Beverage Startups

Indian startups such as Zomato, Swiggy, and Big Basket are revolutionising food delivery, grocery shopping, and restaurant discovery, responding to the changing tastes and interests of people across the country.

### Services Startups

Indian startups such as Urban Company, Dunzo, and Practo offer a myriad of on-demand services, streamlining chores ranging from house maintenance and delivery to healthcare services, boosting users' convenience and efficiency.

### G. Education Startups

Indian businesses such as Unacademy, UPES Online, and Vedantu are revolutionising education delivery through online platforms, providing students across the country with personalised learning experiences and access to high-quality educational resources.

## 2. Business Model

### Subscription-based Startups

Subscription-based firms are quickly gaining pace in India, capitalising on the growing need for convenience and affordability. Companies like Gaana, Dunzo, and Bombay Shaving Company have adopted this model, offering music streaming, delivery services, and grooming products via subscription. These firms generate consistent recurring revenue streams by providing clients with a cost-effective and straightforward way to access the items or services they need.

### Marketplace Startups

Marketplace entrepreneurs in India's thriving digital ecosystem are transforming the way buyers and sellers connect and conduct business. Platforms like Flipkart, OLX, and MakeMyTrip have altered industries ranging

from e-commerce to travel and classifieds. These firms provide Indian consumers with exceptional ease and choice by serving as a centralised transaction hub, supporting a vibrant marketplace economy.

### On-demand Startups

With the rapid growth of smartphones and internet connectivity, on-demand entrepreneurs are changing the way Indians access goods and services. Swiggy, Zomato, and UrbanClap exemplify this trend by offering seamless solutions for meal delivery, home services, and more with just a single touch. By harnessing technology to meet immediate requirements, these firms have become essential aspects of millions of Indians' daily lives, resulting in unprecedented convenience and efficiency.

### Freemium Startups

These inventive companies provide basic services for free while tempting users with premium features or content that requires a membership. Indian firms such as Zomato and Practo have successfully adopted this strategy, providing essential services to users and monetising through premium offers.

### Advertising-based Startups

These firms use advertisements as their primary source of revenue, providing free access to their platforms while making money through targeted advertising. Indian firms, such as In Mobi and Daily Hunt, have benefited from this approach, offering content and services while presenting relevant advertisements to their customers.

### Transaction-based Startups

These startups work on a pay-per-use or commission basis, facilitating transactions between consumers or businesses and charging a fee for each successful transaction. Indian firms such as Paytm and Razorpay have revolutionised the financial sector by providing easy payment options and generating income through transaction fees.

### Types of Funding

#### Bootstrapping:

Bootstrapping is a common strategy among Indian businesses, where founders use personal resources, early earnings, or even credit cards to support their ventures. By eschewing external funding, entrepreneurs maintain complete control over their firms and may direct their growth in accordance with their vision. However, bootstrapping may present obstacles, such as limited resources and increased personal financial risk.

#### Angel Investment:

Angel investment is essential in the Indian startup ecosystem, with wealthy individuals donating critical funds to early-stage enterprises in exchange for equity. Aside from financial support, angel investors often provide mentorship, guidance, and key industry connections to help firms navigate challenges and accelerate growth. Their services are especially valuable for aspiring companies seeking first capital and strategic advice.

#### Venture Capital:

Venture capital firms are major actors in the Indian startup scene, investing institutional cash in high-potential ventures in exchange for stock. These investments are often made in phases, with each round (seed round, Series A, B, C, and so on) accelerating the startup's growth trajectory. Venture capitalists provide businesses with not only funding but also skills, networks, and experience, allowing them to develop quickly and capitalise on substantial market opportunities.

### Crowdfunding:

Crowdfunding has emerged as an alternative fundraising option for Indian companies, enabling them to raise capital from a large number of individual investors through online platforms. Crowdfunding, whether through rewards-based, equity-based, or debt-based campaigns, enables startups to validate their ideas, engage with early adopters, and secure funding without relying on traditional institutional backing. This method democratises investment options and will allow entrepreneurs to gain access to finance while also creating community support for their initiatives.

The idea to market journey was covered with numerous examples.

