

Report on Cohort-7 Incubation Program

ACTIVITY TYPE	Bootcamp-Cohort-7 Incubation Program		
DATE & TIME	16th June – 30th June 2025	Duration	15 Day
SEMESTER	All	No. of participants	42 startups
EXPERT NAME WITH DESIGNATION	Mr. Hardik Kharva Manager VSS, Dr. Divyang Joshi CFO PARUL UNIVERSITY, Mr. Jay Sudani CEO PIERC, Mr. Maulesh Parikh IPR AGENT, Mr. Prashant Khanna-Mr. Hutesh Baviskar-Mr. Nikhil Jumde-Mrs. Sonal Sudani-Manager PIERC,		

Introduction

Parul Innovation and Entrepreneurship Research Centre (PIERC) successfully organized the **Cohort-7 Incubation Program** from **16th June to 30th June 2025**, exclusively for startup ideas selected from Parul University. The program brought together **mentors, industry experts, and resource persons** to deliver structured guidance, helping budding entrepreneurs transform their ideas into validated business models.

This program was designed to empower innovators with **practical knowledge, mentoring, and exposure to funding opportunities**, aligning with PIERC's mission to strengthen the startup ecosystem within the university.

Objectives

- To nurture early-stage entrepreneurs through structured mentoring.
- To provide exposure to the **startup ecosystem, lifecycle, and business development tools**.

- To enable participants to build strong **financial, branding, and go-to-market strategies**.
 - To create awareness about **IPR, government support mechanisms, and SSIP grant preparation**.
 - To support participants in developing **sustainable and scalable business models**.
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Learning Outcomes

- Enhanced understanding of the **Indian startup landscape and opportunities**.
 - Ability to **design business models and value propositions** aligned with customer needs.
 - Knowledge of **financial planning, resource management, and investment readiness**.
 - Practical skills in **design thinking, branding, and logo creation**.
 - Awareness of **IPR protection and government funding schemes**.
 - Improved ability to prepare **effective grant proposals** under SSIP and Startup India schemes.
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Program Details & Expert Sessions

1. Startup Landscape in India

Speaker: Mr. Hardik Kharva

- Provided a detailed overview of India's evolving startup ecosystem.
 - Highlighted growth sectors such as healthtech, fintech, agritech, and edtech.
 - Discussed challenges like scalability, fundraising, and regulatory hurdles.
 - Motivated participants by showcasing **real-life startup success stories**.
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2. Startup Lifecycle

Speaker: Mr. Hardik Kharva

- Explained the **stages of a startup journey** – Ideation, Validation, Growth, and Scaling.
 - Discussed how to handle uncertainties during early phases.
 - Shared best practices on building resilient teams and maintaining adaptability.
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3. Financial Management for Startups

Speaker: Dr. Divyang Joshi

- Introduced the basics of **startup accounting, cash flow management, and budgeting**.
 - Emphasized **unit economics, cost control, and fundraising strategies**.
 - Conducted an exercise on preparing simple **financial statements** for startups.
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4. Design Thinking

Speaker: Mr. Jay Sudani

- Conducted an interactive workshop on **human-centered problem-solving**.
 - Focused on the stages of **Empathize, Define, Ideate, Prototype, and Test**.
 - Helped startups refine their concepts by **mapping real customer needs**.
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5. Intellectual Property Rights (IPR)

Speaker: Mr. Maulesh

- Explained the importance of protecting innovation through **patents, trademarks, and copyrights**.
 - Detailed the **process of patent filing in India**.
 - Shared examples of how startups benefitted from securing their IP.
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6. Value Proposition

Speaker: Mr. Prashant Khanna

- Focused on **understanding customer problems and aligning solutions**.
 - Introduced the **Value Proposition Canvas**.
 - Guided startups in identifying their **Unique Value Proposition (UVP)** to stand out in the market.
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7. Business Models & Business Model Canvas

Speaker: Mr. Hutesh Baviskar

- Explained different **types of business models** with real-world examples.
 - Conducted a workshop on building a **Business Model Canvas (BMC)**.
 - Helped participants identify **revenue streams, cost structures, customer segments, and channels**.
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8. Go-To-Market (GTM) & Sales Strategy

Speaker: Mr. Nikhil Jumde

- Explained frameworks for **market entry strategies, sales funnel design, and pricing models**.
 - Highlighted the importance of **customer acquisition and retention strategies**.
 - Participants prepared a **draft GTM plan** tailored to their startup ideas.
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9. Startup Registration & Government Opportunities

- Provided guidance on **registering startups with Startup India and the YUKTI Innovation Repository Portal**.
 - Highlighted benefits such as **tax exemptions, funding access, and innovation recognition**.
 - Covered key **government schemes and incentives for entrepreneurs**.
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10. SSIP Grant Proposal Preparation & Funding Schemes

Speaker: Mrs. Sonal Sudani

- Shared insights on drafting **effective SSIP proposals**.
 - Explained evaluation parameters and common mistakes to avoid.
 - Provided a detailed overview of **government funding schemes** and how to leverage them.
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11. Branding, Company Naming & Logo Creation

Speaker: Mr. Nakul

- Conducted a workshop on **brand identity development**.
 - Discussed **naming strategies, logo design principles, and brand positioning**.
 - Participants worked on initial concepts for their **company names and logos**.
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Conclusion

The **Cohort-7 Incubation Program (16th – 30th June 2025)** provided a **comprehensive platform for entrepreneurial learning**. With **expert-led sessions covering startup landscape, lifecycle, financial planning, design thinking, IPR, business models, GTM, government opportunities, and branding**, participants gained actionable skills and knowledge.

This initiative not only helped refine startup ideas into **structured business models** but also empowered young innovators to pursue **funding, recognition, and scaling opportunities**. PIERC's continued efforts through such programs significantly contribute to building a strong **innovation-driven ecosystem at Parul University**

Glimpses of the program









