



**Institution's Innovation Council  
Saurashtra University Rajkot**

**How to Start a Startup: A Young Innovator's Guide**

**12th January, 2026 Monday**

DR. A P J Abdul Kalam Combine Science laboratory

Saurashtra University

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## Saurashtra University – IIC

The university is dedicated to instruction, research, and extending knowledge to the public (public service). Ministry of Education (MoE), Govt. of India has established 'MoE's Innovation Cell (MIC)' to systematically foster the culture of Innovation among all Higher Education Institutions (HEIs). The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are informative years. Saurashtra University is one the Organization that have constituted the IIC to foster the vision of MoE and be a part for the promotion and development of innovation ecosystem.

### Event Schedule

<b>10:15</b>	<b>Registration Time</b>
<b>10:25</b>	Welcome
<b>10:30</b>	Awareness session led by Ms. Krupa Boda
<b>11:30</b>	Programme Feedback - Conclusion
<b>11:45</b>	Closing Ceremony

### Event Registration Link

[WWW.SUSEC.AC.IN](http://WWW.SUSEC.AC.IN)

## Brief about Event

**“How to Start a Startup: A Young Innovator’s Guide”** is an informative and motivational seminar designed to introduce young minds to the fundamentals of entrepreneurship and innovation. The seminar focuses on guiding students and aspiring entrepreneurs through the essential steps involved in transforming an idea into a successful startup. It aims to build confidence, creativity, and problem-solving skills among participants.

During the session, key topics such as idea generation, market research, business model development, funding opportunities, branding, and pitching strategies are discussed in a simple and practical manner. The seminar may also highlight support systems available through incubation centres like Atal Incubation Centres and innovation hubs such as Startup India, which provide mentorship and financial assistance to early-stage startups.

Interactive activities, real-life success stories, and guidance from experienced entrepreneurs or mentors form an important part of the seminar. Participants learn about the challenges faced by startups and the importance of resilience, teamwork, and strategic planning in building a sustainable business.

Overall, the seminar serves as a stepping stone for young innovators, equipping them with foundational knowledge, practical insights, and the motivation needed to embark on their entrepreneurial journey.

## Key Points

- Introduction to entrepreneurship and startup fundamentals
- Importance of innovation and problem identification
- Steps to convert an idea into a viable business model
- Basics of market research and target audience analysis
- Understanding funding sources and investment opportunities
- Guidance on business planning and financial management
- Branding, marketing, and pitching techniques
- Information about government initiatives like Startup India
- Role of incubation and mentorship support
- Interactive session with entrepreneurs and Q&A discussion
- Motivation and encouragement for young innovators to start their entrepreneurial journey

## Outcome

The seminar “How to Start a Startup: A Young Innovator’s Guide” resulted in increased awareness and understanding of entrepreneurship among participants. Students gained clear knowledge about the step-by-step process of building a startup, including idea development, market research, business planning, funding opportunities, and pitching techniques. The session helped them understand the practical aspects of turning innovative ideas into viable business ventures.

Participants developed a stronger entrepreneurial mindset, improved confidence, and enhanced problem-solving abilities. They also became aware of various support systems, mentorship opportunities, and government initiatives such as Startup India that encourage young entrepreneurs. Overall, the seminar motivated and inspired young innovators to explore entrepreneurship as a promising career path and to take initial steps toward starting their own ventures.

## About the Speaker / Chief Guest



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**Ms. Krupa Boda**

Founder of Moraic Delight

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**SEMINAR**  
**HOW TO START A STARTUP: A YOUNG INNOVATOR'S GUIDE**

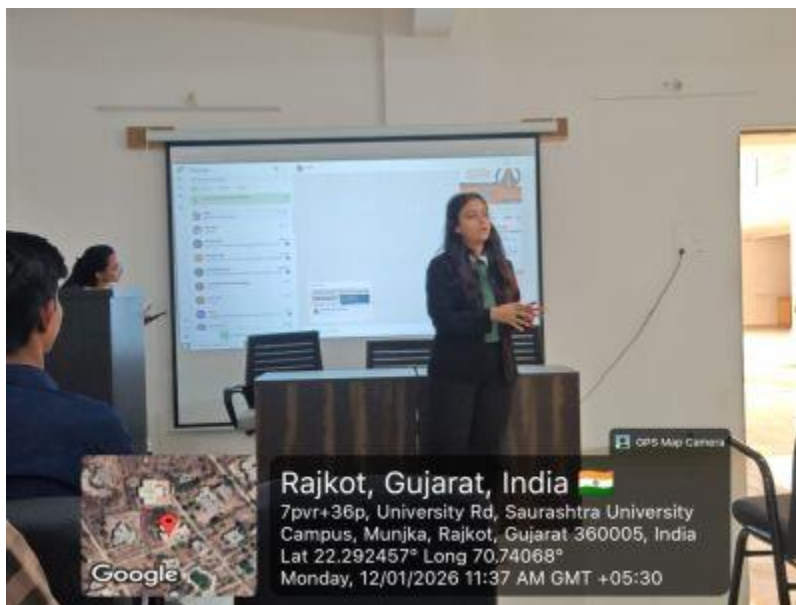
✦ Empowering Young Minds on National Youth Day ✦  
 Hosted by: SU Startup & Entrepreneurship Council  
 In Association with SPRIHA & IIC, Saurashtra University

**Ms. Krupa Boda**  
 Founder of Moraic Delight

10:30 am - 11:30 am  
 12th January, 2026

For more Details  
[WWW.SUSEC.AC.IN](http://WWW.SUSEC.AC.IN)

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 Saurashtra University





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<https://www.linkedin.com/company/susec>



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