



**Report of
Hands-on Workshop on Startup Sketchbook**

Organized by GTU Ventures

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**Report Made by
GTU Ventures Team**

Hands-on Workshop on Startup Sketchbook

Event Overview

The workshop ran from 10:30 AM to 4:30 PM, focusing on practical tools for startup ideation and visualization using a "Startup Sketchbook" approach. It aligned with GTU Ventures' mission to foster innovation and entrepreneurship in Gujarat's startup ecosystem. Total attendance reached 182 participants, reflecting strong interest from students, mentors, and early-stage founders.

Objectives

- Equip participants with hands-on sketching techniques to map business ideas, validate concepts, and create pitch-ready visuals.
- Build creative confidence for articulating startup visions, inspired by sketchbook-based creativity methods.
- Promote collaboration through group exercises on problem-solving, canvases, and rapid prototyping.

Key Activities

- Morning Session (10:30 AM - 1:00 PM): Introduction to Startup Sketchbook fundamentals, including idea generation, customer problem mapping, and basic business model canvases via guided sketches.
- Lunch and Networking (1:00 PM - 2:00 PM): Informal interactions to share sketches and gather peer feedback.
- Afternoon Hands-On (2:00 PM - 4:30 PM): Advanced exercises on pitch deck visualization, competitive analysis, and go-to-market strategies, with live demos and breakout groups

Participation and Engagement

182 participants attended, exceeding typical workshop capacities at GTU incubation centers in Ahmedabad and Vadodara. High engagement was evident through active sketch-sharing and Q&A, with feedback highlighting practical applicability to SSIP grants and Startup India schemes. No major logistical issues reported; virtual options were not used.



Outcomes

Participants created personalized Startup Sketchbooks as takeaways, enabling ongoing ideation. The event strengthened GTU Ventures' role in ecosystem development, with 70% expressing interest in follow-up mentorship. Next steps include sharing digital templates and scheduling advanced sessions.