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SARVAJANIK EDUCATION SOCIETY
SMT. SHARDARANI RAMESHCHANDER

Luthra
INSTITUTE OF MANAGEMENT

S. R. LUTHRA INSTITUTE OF MANAGEMENT

Approved by AICTE | Constituent College of SarvajaniK University

Report on A workshop on “Developing a Winning Startup Plan and Fundraising for Startups” by the IIC/SSIP Cell of S. R. Luthra Institute of Management on 11/01/2026 at 9:30 to 11:00 AM

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INSTITUTION'S INNOVATION COUNCIL
(Ministry of Education Initiative)

STRACTICA  **SSIP**

The Startup Battle

**NATIONAL-LEVEL INTERCOLLEGE STARTUP PLAN COMPETITION
SEASON 11**

KARNAV SHAH
SOCIAL ENTREPRENEUR &
MANAGING DIRECTOR

**Jivanam
asteya**
rising above all odds

**WORKSHOP ON DEVELOPING A WINNING
STARTUP PLAN AND FUND RAISING STARTUP
FOR STRACTICAL PARTICIPANTS**

SUNDAY - 11TH JANUARY 9.30 A.M.





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A workshop on “**Developing a Winning Startup Plan and Fundraising for Startups**” was successfully conducted on **11 January 2026 from 9:30 AM to 11:00 AM** through **online mode**. The session was organized by **S. R. Luthra Institute of Management, SarvajaniK University, Surat** for students and faculty members, particularly those participating in the Startup Plan Competition.

The resource person for the workshop was ****Dr. Karnav Shah, Executive Director of Jivanamasteya NGO**. The session aimed to guide aspiring entrepreneurs on how to design an effective startup plan and understand the process of raising funds for their ventures.

Dr. Shah began the session with a **basic introduction to startups**, explaining the concept of entrepreneurship and the importance of structured planning before launching a venture. He highlighted the **essential components of a business plan**, including vision, mission, market analysis, product or service description, operational strategy, and financial planning. He also explained several **essential startup-related terms** that are commonly used in the entrepreneurial ecosystem.

Further, the session focused on the **essential components of a startup business plan**, where participants learned how to transform an innovative idea into a well-structured and investor-ready plan. The workshop also covered “**Mastering the Fundraising Journey**,” where Dr. Shah explained the stages involved in securing investment.

Participants were introduced to the **Pre-Fundraising Stage**, emphasizing preparation, validation of ideas, and building a strong value proposition. The discussion on **Fundraising Fundamentals** helped students understand investor expectations and the importance of financial clarity and scalability in startup ventures. Dr. Shah also explained the **types of startup funding available**, such as bootstrapping, angel investment, venture capital, and other funding sources.

The final part of the session focused on the **steps to follow while pitching for startup fundraising**. Participants learned how to prepare an effective **startup pitch**, present their ideas confidently, and communicate their business potential to investors.

The workshop was highly informative and interactive. It provided valuable insights into **startup planning and fundraising strategies**, helping students and faculty members gain practical knowledge about entrepreneurship. The session concluded with a brief interaction where participants clarified their queries related to startup planning and funding.

The workshop was successful in enhancing the **entrepreneurial awareness and startup readiness** of the participants.



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The event was intended for: MBA Sem II and Sem IV, Participants of Startup plan Competition

Number of Students Attended: 74

Number of Faculties Attended: 06

Names of the Faculties Attended: Dr. Ravi Vaidya, Dr. Ranjan Sabhaya, Dr. Rupal Chaudhri, Dr. Jayshree Siddhpuria, Dr. Swapna Nair, Ms Rinal Chodvadiya .

Other Participants: -----

Outcome: The workshop was successful in enhancing the **entrepreneurial awareness and startup readiness** of the participants.