



SSIP



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

“From Startup to Scale-Up: Growth Strategies”

2nd July 2026 Thursday,

Webinar

**SU Startup and Entrepreneurship Council
Saurashtra University
Rajkot**

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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

03:00	Welcome
03:05	From Startup to Scale-Up: Growth Strategies by Mr. Amitkumar Rupareliya
04:50	Programme Feedback - Conclusion
05:00	Closing Ceremony

Event Registration Link

[BIT.LY/SUSEC-SSGS](https://bit.ly/susec-ssgs)

Brief about Event

A session on “**From Startup to Scale-Up: Growth Strategies**” was organized by SU Start-up and Entrepreneurship Council (SUSEC), Institution’s Innovation Council (IIC), Saurashtra University, in collaboration with The Scalable Business Flywheel, on **2nd July, 2026** from **03:00 PM to 05:00 PM**. The programme aimed to help startups transform early-stage ideas into scalable and sustainable ventures.

The webinar was organized to provide practical knowledge on startup growth, business expansion, and sustainable scaling strategies. the session was specifically designed for students, innovators, aspiring entrepreneurs, startup founders, and researchers who wish to transform innovative ideas into successful and scalable business ventures.

The expert session was delivered by Mr. Amitkumar Rupareliya, Founder, The Scalable Business Flywheel, who shared his valuable experiences in entrepreneurship and business growth. He explained the essential stages of startup development, effective scaling techniques and the importances of building sustainable business models for long-term success.

The webinar witnessed enthusiastic participation from students, faculty members, innovators, startup enthusiastic, and aspiring entrepreneurs. The interactive question and answer session enabled participants to clarify doubts and gain practical insights into startup development and growth strategies, making the program highly informative, engaging, and application-oriented.

Key Points

During the session, below mentioned points were discussed:

- Understanding the journey from Startup to Scale-Up
- Building a scalable and sustainable business model
- Importance of market research and customer validation
- Strategies for business growth and expansion
- Role of innovation and leadership in entrepreneurship
- Overcoming common challenges faced by startups
- Importance of networking, mentorship, and collaboration

Outcome

The webinar provided participants with valuable insights into the process of transforming startup ideas into successful and scalable business. It strengthened their understanding to business planning, innovation, market strategies, and sustainable growth. The session motivated students and aspiring entrepreneurs to think strategically, embrace innovation, and confidently pursue their entrepreneurial journey.

About the Speaker/Chief Guest



Mr. Amitkumar
Rupareliya

Founder
Scalable Business Flywheel



Webinar

From Startup to Scale-Up: Growth Strategies

Join us for an insightful online webinar organized by SUSEC, IIC Saurashtra University, in collaboration with The Scalable Business Flywheel, on 2nd July 2026.

A focused learning session designed to help startups transform early-stage ideas into scalable and sustainable ventures.



**Mr. Amitkumar
Rupareliya**

FOUNDER
SCALABLE BUSINESS FLYWHEEL

🕒 03:00PM TO 05:00PM

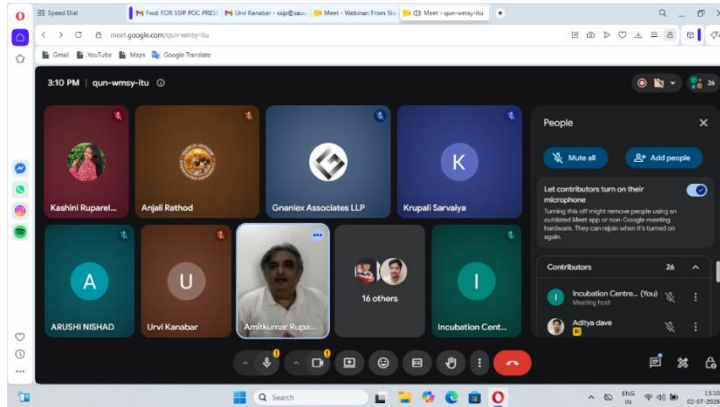
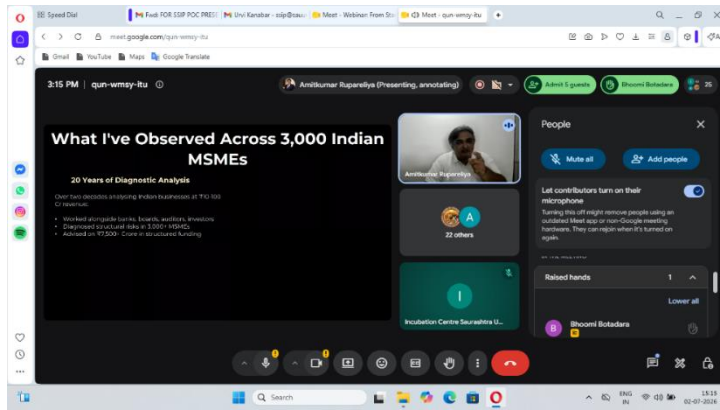
📅 2ND JULY, 2026 THURSDAY

E- CERTIFICATES WILL BE GIVEN TO ALL
PARTICIPANTS WHO ATTEND THE PROGRAMME.

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REGISTER NOW :

bit.ly/SUSEC-SSGS



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