

STARTUP INCUBATION PROGRAM 2025

COHORT – 8

The Path Towards Startup Success

01 – 11

DECEMBER 2025

10:00

AM Onwards



**Founder's Studio, BBA Building,
Parul University, Vadodara**



Report on Startup Incubation Program

ACTIVITY TYPE	Bootcamp-Cohort-8 Incubation Program		
DATE & TIME	1 st December to 11 th December	Duration	12 Day
SEMESTER	All	No. of participants	42 startups
EXPERT NAME WITH DESIGNATION	Anup Chaudhari, Sonal Sudani, Prashant Khanna, Hutesh Baviskar, Hardik Kharwa,		

Introduction

The incubation program conducted from 1st to 11th December was designed to provide budding entrepreneurs and startup founders with practical insights into building, validating, and scaling their ventures. The program brought together experts from diverse domains to guide participants on critical aspects of the startup journey, from ideation to market research and business modeling.

The sessions focused on strengthening the entrepreneurial mindset and equipping participants with the tools, frameworks, and resources necessary for successful startup execution.

Objective

The primary objectives of the program were:

1. To introduce participants to various startup funding options and grants.
2. To provide guidance on business modeling, value proposition, and market strategy.
3. To support participants in understanding incubation processes and the Indian startup ecosystem.
4. To enable participants to validate their ideas and convert them into viable prototypes or MVPs.

5. To foster practical learning through mentorship and expert-led sessions.

Learning Outcomes

By the end of the program, participants were able to:

1. Identify and apply for relevant grants and funding opportunities for startups.
2. Develop a clear and compelling value proposition for their business idea.
3. Build a comprehensive business model canvas to map key aspects of their startup.
4. Conduct market research and understand the Indian startup ecosystem.
5. Gain insights into the incubation process and progress strategies for early-stage startups.

Details of the Program (Session-wise)

Session 1: Jay Sudani – Overview of the Startup Life Cycle

Objective: Provide participants with a complete understanding of the startup journey from ideation to growth.

Details:

- Introduction to different stages of a startup: Idea, Prototype, MVP, Market Entry, Scaling.
- Key challenges and milestones at each stage.
- Insights into funding requirements and resource planning across the startup life cycle.
- Real-world examples of startups navigating the life cycle successfully.

Key Takeaways: Participants gained a clear roadmap of the startup journey, helping them anticipate challenges and plan their ventures strategically.

Session 2: Anup Chaudhari – Different Grants

Objective: Introduce participants to funding opportunities and grant options.

Details:

- Overview of government and private grants for startups.

- Eligibility criteria, application procedures, and timelines.
- Strategies to enhance grant approval chances.
- Case studies of startups successfully utilizing grants.

Key Takeaways: Participants understood how to identify suitable grants, prepare effective applications, and leverage funding for early-stage growth.

Session 3: Sonal Sudani – Incubation Progress

Objective: Guide participants on effectively utilizing incubation programs.

Details:

- Role and benefits of incubators and accelerators.
- Tracking progress and setting milestones during incubation.
- Accessing mentorship, resources, and networking opportunities.
- Tips to scale startups using incubation support.

Key Takeaways: Participants learned how to maximize incubation resources, track growth, and plan for scaling their ventures.

Session 4: Prashant Khanna – Value Proposition

Objective: Help participants define a clear and compelling value proposition.

Details:

- Understanding customer pain points and market needs.
- Frameworks to craft unique value propositions.
- Aligning product/service features with customer expectations.
- Real-world examples of successful value propositions.

Key Takeaways: Participants were able to clearly articulate their startup's value proposition and communicate it effectively to stakeholders.

Session 5: Hutesh Baviskar – Business Model Canvas

Objective: Enable participants to map and structure their business model.

Details:

- Introduction to the Business Model Canvas framework.
 - Identifying key activities, partners, resources, and revenue streams.
 - Hands-on exercises to create business model canvases for participants' startups.
 - Discussion on iterative improvements based on market feedback.
- Key Takeaways:** Participants learned to structure their startup model, identify gaps, and optimize resources for better business outcomes.

Session 6: Hardik Kharwa – Market Research & Indian Ecosystem

Objective: Equip participants with market research skills and insights into the Indian startup ecosystem.

Details:

- Techniques for conducting primary and secondary market research.
- Understanding customer behavior and competitive landscape.
- Trends, challenges, and opportunities in the Indian startup ecosystem.
- Case studies of successful startups in India.

Key Takeaways: Participants gained skills to conduct effective market research and understand the dynamics of the Indian startup environment.

Conclusion

The 12-day incubation program was successful in enhancing participants' understanding of the startup ecosystem and equipping them with practical skills to advance their entrepreneurial ventures. Through expert-led sessions and mentorship, participants gained clarity on funding, business modelling, value proposition, and market strategies, thereby laying a strong foundation for their startup journey.

The program reinforced PIERC's commitment to nurturing innovation, supporting early-stage startups, and fostering entrepreneurial growth across Gujarat.

Glimpses of the Program











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