

## Event Report

1. **Name of Event:** My startup story
2. **Nature of the Event:** Mentoring Session
3. **Date:** 20th Jun, 2026
4. **Time:** 3:00 P.M. to 5:00 P.M.
5. **Venue:** Mentoring Room, 2nd Floor, Anviksha, GSFC University, Vadodara
6. **Organized by:** eChai Ventures, GSFC University, GUIITAR Council, SSIP, Startup Gujarat and IIC (MoE GoI)
7. **Number of Participants:** 54, Annexure – 1
8. **Speakers:**
  - 1) Shri Rohan Shah, CEO, Novumlogic
  - 2) Shri Ojas Gandhi, CEO, Marketing & Sales, Helix Digital
9. **Major discussions in the event:**

GUIITAR Council, GSFC University, in collaboration with eChai Ventures, organized the second My Startup Story session on 20 June 2026. The interactive session featured entrepreneurs Mr. Ojas Gandhi and Mr. Rohan Shah, who shared their real-world startup journeys, covering ideation and validation, customer identification, product-market fit, GTM strategy, business models, fundraising, team building, failures, pivots, and scaling. The session provided students and aspiring entrepreneurs with practical insights into the challenges and opportunities of building a startup.

**Mr. Ojas Gandhi** shared his entrepreneurial journey with a focus on the **strategic and operational aspects of building a startup**. He discussed the importance of ideation and market validation, identifying early customers, developing an effective **Go-to-Market (GTM) strategy**, selecting suitable business and monetisation models, and understanding the fundraising journey. He also highlighted the importance of having a strong team, a scalable business model and early market traction before seeking external investment.

**Mr. Rohan Shah** shared his experience from a more **customer-centric and entrepreneurial perspective**, highlighting the importance of understanding customer personas, pain points and real-world problems. He emphasized developing solutions based on customer feedback and continuously improving them to achieve product-market fit. He openly

shared experiences of business failures and explained how failures can become valuable learning opportunities, encouraging participants to remain resilient, pivot when required, and use **storytelling and networking** effectively to build and grow a startup.

## 10. Learning Outcomes of the Event:

Participants gained an understanding of:

1. **Idea Validation & Product-Market Fit** – Validating ideas with customers and solving real problems before scaling.
2. **Customer-Centric Approach** – Identifying customer personas, pain points and needs for effective solution development.
3. **GTM & Business Models** – Understanding go-to-market strategies, monetisation and early customer acquisition.
4. **Fundraising & Financial Planning** – Understanding bootstrapping, angel investment and VC funding.
5. **Failure, Pivoting & Resilience** – Using failures and customer feedback as opportunities to learn, adapt and improve.
6. **Team & Co-founder Management** – Recognising the importance of clear roles, responsibilities and decision-making.
7. **Entrepreneurial Storytelling & Networking** – Developing effective storytelling, pitching and networking skills for startup growth.

## 11. Photos:



GSFC  
UNIVERSITY  
EDUCATION RE-ENVISIONED




GUIITAR  
COUNCIL

---

**KEYNOTE SPEAKERS**



**SHRI ROHAN SHAH**  
Founder and CEO  
@Novumlogic Pvt. Ltd



**SHRI OJAS GANDHI**  
Founder of  
@Helix Digital

**MT STARTUP STORY**



20<sup>th</sup> June, 2026



3:00 PM- 5:00 PM  
Mentoring Room, 2nd Floor, Anviksha,  
GSFCU







Participants attending the **"My Startup Story"** entrepreneurial session.



Interactive discussion between the keynote speakers and participants during the session.

## Annexure – 1

### Participants:

| #  | Full Name                                | Program    | School | Email Id                       |
|----|------------------------------------------|------------|--------|--------------------------------|
| 1  | Shah Tatva Hetal                         | B.Tech CSE | SoT    | 25BT04217@gafcuniversity.ac.in |
| 2  | Jetpariya Shyam Rajeshbhai               | B.Tech CSE | SoT    | 25BT04135@gafcuniversity.ac.in |
| 3  | Pisavadiya Dishit Rajnikant              | B.Tech CSE | SoT    | 25BT04109@gafcuniversity.ac.in |
| 4  | Darshan Alpeshkumar Raval                | B.Tech CSE | SoT    | 25BT04123@gafcuniversity.ac.in |
| 5  | Raulji Meghrajsinh Darshitkumar          | B.Tech CSE | SoT    | 25BT04122@gafcuniversity.ac.in |
| 6  | Dave Pushti Manan                        | B.Tech CSE | SoT    | 25bt04019@gafcuniversity.ac.in |
| 7  | Shiveen Loiya                            | B.Tech CSE | SoT    | 25BT04219@gafcuniversity.ac.in |
| 8  | Pullakanam Lakshmi keertana Murali mohan | B.Tech CSE | SoT    | 25bt04114@gafcuniversity.ac.in |
| 9  | Ramrakhyani Palak Vikramkumar            | B.Tech CSE | SoT    | 25BT04119@gafcuniversity.ac.in |
| 10 | Patel Devkumar Nayanbhai                 | B.Tech CSE | SoT    | 25BT04198@gafcuniversity.ac.in |
| 11 | Aaryan Boricha                           | B.Tech CSE | SoT    | 25BT04187@gafcuniversity.ac.in |
| 12 | Shivduttsinh Atodariya                   | B.Tech CSE | SoT    | 25BT04205@gafcuniversity.ac.in |
| 13 | Patel Darshan Himteshkumar               | B.Tech CSE | SoT    | 25BT04086@gafcuniversity.ac.in |
| 14 | Hetvi Dharmendrakumar Patel              | B.Tech CSE | SOT    | 25bt04033@gafcuniversity.ac.in |
| 15 | Yashvi Virendrabhai Prajapati            | B.Tech CSE | SOT    | 25bt04113@gafcuniversity.ac.in |
| 16 | Patel Vrund Alpeshkumar                  | B.Tech CSE | SOT    | 25bt04105@gafcuniversity.ac.in |
| 17 | Vraj V Rabadiya                          | B.Tech CSE | SOT    | 25bt04115@gafcuniversity.ac.in |
| 18 | Mishti Joshi                             | B.Tech CSE | SOT    | 25bt04042@gafcuniversity.ac.in |
| 19 | Dheer Shah                               | B.Tech CSE | SOT    | 25bt04022@gafcuniversity.ac.in |
| 20 | Vanzara Devraj Rameshbhai                | B.Tech CSE | SOT    | 25bt04184@gafcuniversity.ac.in |
| 21 | Yashpal Rana                             | B.Tech CSE | SoT    | 23BT04144@gafcuniversity.ac.in |
| 22 | Parul Yadav                              | B.Tech CSE | SoT    | 23bt04085@gafcuniversity.ac.in |
| 23 | Drashti Tilva                            | B.Tech CSE | SoT    | 23bt04184@gafcuniversity.ac.in |
| 24 | Rudra Parmar                             | B.Tech CSE | SoT    | 23BT04084@gafcuniversity.ac.in |





|    |                             |                     |     |                                  |
|----|-----------------------------|---------------------|-----|----------------------------------|
| 25 | Dhruvin Jayswal             | B.Tech CSE          | SoT | 23bt04026@gsfccuniversity.ac.in  |
| 26 | Hema pandit                 | B.Tech CSE          | SoT | 24bt04d222@gsfccuniversity.ac.in |
| 27 | Rudra Chauhan               | B.Tech CSE          | SoT | 25BT04168@gsfccuniversity.ac.in  |
| 28 | Harshil Gohil               | B.Tech CSE          | SoT | 25BT04193@gsfccuniversity.ac.in  |
| 29 | Parmar Ronakkumar Dilipbhai | B.Tech CSE          | SoT | 25bt04197@gsfccuniversity.ac.in  |
| 30 | Asodia Rishi Kantilal       | B.Sc. Data Science  | SoS | 25SC06006@gsfccuniversity.ac.in  |
| 31 | Jay Mistry                  | B.Sc. Data Science  | SoS | 25sc06033@gsfccuniversity.ac.in  |
| 32 | Sikligar Disha Rajalkumar   | B.Sc Biotechnology  | SoS | 25sc02079@gsfccuniversity.ac.in  |
| 33 | Krutika Ravikant Karnet     | B.Sc Biotechnology  | SoS | 25sc02023@gsfccuniversity.ac.in  |
| 34 | Krishi Kayastha             | B.Sc Biotechnology  | SoS | 25sc02024@gsfccuniversity.ac.in  |
| 35 | Shreya Patel                | B.Sc. Data Science  | SoS | 25sc06022@gsfccuniversity.ac.in  |
| 36 | Priyanshi Vankar            | B.Sc. Data Science  | SoS | 25sc06031@gsfccuniversity.ac.in  |
| 37 | Selot Bushra Irfanbhai      | B.Sc Biotechnology  | SoS | 25sc02073@gsfccuniversity.ac.in  |
| 38 | Bushra Arif Hasan Siddiqui  | B.Sc. Biotechnology | SOS | 23sc02007@gsfccuniversity.ac.in  |
| 39 | Tarani Hanshika Kamlesh     | B.Tech CSE          | SOT | 25bt04148@gsfccuniversity.ac.in  |
| 40 | Patel Vishwa Pratikbhai     | B.Tech CSE          | SOT | 25bt04103@gsfccuniversity.ac.in  |
| 41 | Riya Patel                  | B.Tech CSE          | SOT | 25bt04223@gsfccuniversity.ac.in  |
| 42 | Advika Rochani              | B.Tech CSE          | SOT | 25bt04201@gsfccuniversity.ac.in  |
| 43 | Khushi Savalia              | B.Tech CSE          | SoT | 25bt04180@gsfccuniversity.ac.in  |
| 44 | Riya Parmar                 | B.Tech CSE          | SoT | 25bt04176@gsfccuniversity.ac.in  |
| 45 | Aditi Manoj Bhadauria       | B.Tech CSE          | SoT | 25bt04164@gsfccuniversity.ac.in  |
| 46 | Agrawal Harsh RajeshKumar   | BCA                 | SOT | 25bca002@gsfccuniversity.ac.in   |
| 47 | Akash sahani prakash        | BCA                 | SOT | 25bca036@gsfccuniversity.ac.in   |
| 48 | Bhanu sharma                | BCA                 | SOT | 25bca004@gsfccuniversity.ac.in   |

|    |                    |        |       |                                 |
|----|--------------------|--------|-------|---------------------------------|
| 49 | Bhavin Rabari      | BCA    | SOT   | 25bca031@gsfcuniversity.ac.in   |
| 50 | Het modi           | BCA    | SOT   | 25bca020@gsfcuniversity.ac.in   |
| 51 | Ambaliya Darshan   | BBA BA | SoM&E | 25bba04003@gsfcuniversity.ac.in |
| 52 | Gadhavi Raghav Bha | BBA BA | SoM&E | 25bba04017@gsfcuniversity.ac.in |
| 53 | Laxmi Singh        | BCOM   | SoM&E | 25bcom026@gsfcuniversity.ac.in  |
| 54 | Kumkum Giri        | BCOM   | SoM&E | 25bcom010@gsfcuniversity.ac.in  |