BUILD YOUR STARTUP 8.0

INTRODUCTION

BYS 8.0 - Build Your Startup, organised by the E Cell of Nirma University, was a three-day entrepreneurial programme conducted on **8th, 15th and 16th August 2026**. The event took participants through a structured journey of ideation, team formation, business modelling, mentoring, validation and final pitching.

The programme aimed to help students move beyond simply having a startup idea and understand the process of identifying a real problem, developing a business model, questioning assumptions and presenting a viable solution.

STRATEGIC PLANNING

The successful execution of event was supported by detailed planning and coordination by the E Cell team. Regular meetings were conducted in the weeks leading up to the event to plan the event structure, schedule, responsibilities and overall execution.

Different departments were assigned specific responsibilities to ensure a smooth workflow and effective coordination. The team worked on various aspects including venue arrangements, scheduling, participant coordination, speaker and mentor management, technical requirements and on-ground execution.

The planning process involved continuous coordination between departments to ensure that each stage of the event from the pre-event activities to the final pitching round was carried out systematically. dsThe collective efforts of the E-Cell team played an important role in ensuring the smooth execution of BYS 8.0.

MARKETING AND PROMOTION

The marketing and promotional activities were carried out through a combination of digital and offline outreach by the Marketing, Graphics and Content teams of the E Cell.

The promotional campaign included official communication through Emails, WhatsApp groups and social media platforms, along with creative posts, stories and reels to create awareness about the event and encourage student participation.

Offline promotion was carried out through posters and on-campus activities. As part of the pre-event engagement, a **pop-up shop was organised outside K-Canteen**, featuring interactive games and activities for students. The initiative created an engaging point of interaction while introducing students to BYS 8.0 and building anticipation for the main event.

The combined digital and on-campus efforts helped create visibility for BYS 8.0 across the university and encouraged students to participate in the event.

DAY 1

IDEATION WORKSHOP, ICE-BREAKING & TEAM FORMATION

Date: 8th August 2026
Venue: A Audi
Time: 11:00 AM - 12:30 PM

IDEATION WORKSHOP

The event commenced with an **Ideation Workshop** conducted by **Ms. Rashmika Shah.**

The workshop focused on identifying everyday problems, unmet needs and potential market opportunities. Participants explored their own skills and capabilities and connected them with problems, potential customers and possible business opportunities.

The session included activities such as “Generate Your Market Opportunity Set” and “Evaluate Market Opportunity Attractiveness”, through which participants assessed opportunities based on market potential, economic viability and execution challenges.

A key concept introduced during the workshop was Facts, Assumptions and Unknowns, encouraging participants to distinguish between what they knew, what they assumed and what still needed to be validated.

The workshop helped participants look at problems from a business perspective and provided the foundation for developing their startup ideas.



BYS 8.0 commenced with the Ideation Workshop at Nirma University.

ICE-BREAKING & TEAM FORMATION

The workshop was followed by an ice-breaking session at N-Stairs from 12:30 PM to 01:30 PM, where participants interacted, introduced themselves and shared their interests and ideas.

This was followed by team formation from 01:30 PM to 02:30 PM, where participants came together based on their ideas, interests and complementary skills, marking the transition from individual ideas to collaborative teams.

DAY 2

BMC & PITCHING WORKSHOP AND MENTORING

Date: 15th August 2026
Venue: Pharma Seminar Hall
Time: 10:00 AM - 12:00 PM

BMC & PITCHING WORKSHOP

The second phase of BYS 8.0 began with the **BMC & Pitching Workshop** by **Mr. Manan Bhatt**.

He began by sharing his career journey and his own zero-to-one experience before introducing participants to the Business Model Canvas (BMC). The session covered key aspects such as customers, channels, key partners, stakeholders, costs and direct and indirect revenue streams.

The workshop also highlighted how startup ecosystems have evolved and why speed, competition and validation are important in today's environment. Teams were encouraged to focus on developing a bare-minimum prototype or MVP and testing their assumptions instead of overbuilding an unvalidated idea.

The pitching segment focused on presenting a startup as a story. Participants were encouraged to first capture attention, clearly establish the problem and then build the solution around it. The importance of making the pitch engaging while maintaining clarity was also discussed.

Teams then worked on their business models and refined their worksheets based on the session.



Mr. Manan Bhatt conducting the BMC & Pitching Workshop.



E-Cell team with Mr. Manan Bhatt following the BMC & Pitching Workshop.

Date: 15th August 2026
Venue: Incubation Centre
Time: 02:00 PM - 06:00 PM

MENTORING SESSION

The workshop was followed by one-to-one mentoring sessions with **Mr. Chinmay Shah, Ms. Ankita Vijayvergiya, Mr. Parag Shah and Mr. Sandeep Kamdar**.

Mentors interacted with teams, questioned their ideas and helped them identify their biggest assumptions, competitors, customers and business models. Teams were asked to identify what they could do in the next seven days to validate their ideas.

A recurring focus of the mentoring sessions was to stay connected to the problem rather than becoming attached to the solution.

Mr. Sandeep Kamdar further highlighted the importance of market surveys, uniqueness, market penetration and valuation, using practical examples to help teams assess their ideas from a market perspective.



E-Cell team with the mentors during BYS 8.0.

DAY 3

BRAINSTORMING & FINAL PITCHING

Date: 16th August 2026
Venue: Incubation Centre
Time: 10:00 AM - 01:00 PM

BRAINSTORMING

The final day began with a brainstorming session at the Incubation Centre. Teams worked on their ideas based on the feedback received during the mentoring sessions and prepared for the final round.

The session provided teams with an opportunity to refine their business models, strengthen their pitches and address gaps identified during the previous day's discussions.

Date: 16th August 2026
Venue: C- Audi
Time: 02:00 PM - 05:00 PM

FINAL PITCHING ROUND

The Final Pitching Round was conducted at **C Audi**, where **16 finalist teams** presented their startup ideas before **Mr. Swapnil Gandhi and Mr. Neelesh Agrawal**.

The teams presented solutions across areas including automobile services, education, retail, digital payments, fashion, privacy, drones, infrastructure, industrial applications and sustainability.

The judges evaluated the ideas beyond their presentation and questioned teams on their USP, competition, customer need, revenue model, market validation, technology, operational costs, scalability and regulatory requirements.

The discussions highlighted the importance of understanding whether a solution was genuinely different from existing alternatives, identifying who would pay for it, calculating its costs, validating demand and considering the practical challenges involved in scaling.

The final round therefore provided teams with direct feedback on both the strengths and limitations of their ideas.



Finalist teams presenting their startup ideas before the judging panel.

CLOSING CEREMONY & RESULTS

The event concluded with the Closing Ceremony following the final pitches. The judges were felicitated with mementos in appreciation of their time, insights and contribution to the final round.

The winners of BYS 8.0 were:

- 🥇 **1st Place -** Team ShilaTeq
- 🥈 **2nd Place -** Team PalmPay
- 🥉 **3rd Place -** Team Micro-Gig Marketplace

The closing ceremony brought together the participating teams, judges and E-Cell committee, marking the completion of the three-day BYS 8.0 journey.



The BYS 8.0 journey, captured together.

CONCLUSION

BYS 8.0 provided participants with a structured platform to move from identifying an opportunity to developing, questioning and pitching a startup idea. Through ideation, business modelling, mentoring and final evaluation, the event emphasised the importance of validation, critical thinking and execution. The three-day journey reinforced that a strong idea is only the beginning; its ability to address a real problem and withstand real-world constraints is what gives it value.