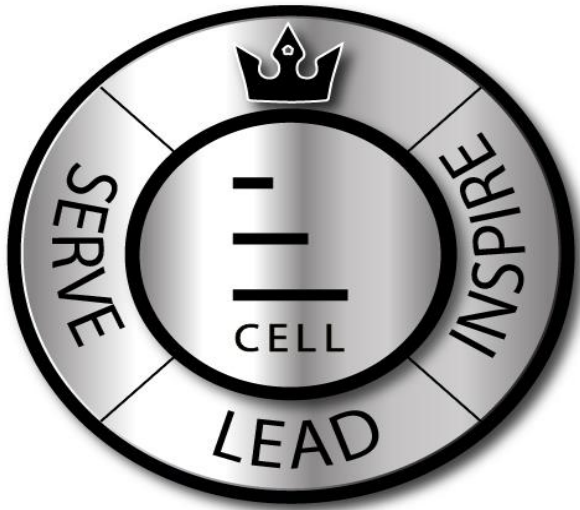


E-CELL MONTHLY



TEAM

NAME	CLASS	POST
SUNNY DODHIYA	T.E COMPUTERS	GENERAL SECRETARY
CHRISTINA MICHAEL	T.E ELECTRONICS	EVENT HEAD
MANISH SINGH	T.E COMPUTERS	LOGISTICS AND MARKETING
SHIVAM SINGH	T.E ELECTRONICS	GENERAL AFFAIRS
HERSH TANDON	T.E ELECTRONICS	DESIGN HEAD
EDISON ARULRAJ	T.E ELECTRONICS	PUBLIC RELATION
NIKHIL RANE	T.E ELECTRONICS	DOCUMENTATION HEAD
GARY REBELLO	T.E ELECTRONICS	SPONSORSHIP LEAD
RYAN RODRIGUES	T.E ELECTRONICS	EVENT CO-ORDINATOR
CAROL SEBASTIAN	S.E COMPUTERS	WEB MASTER
SWARUP SAJU	S.E ELECTRONICS	ASSISTANT EVENT HEAD
PRARTHANA SHETTY	S.E IT	ASSISTANT P.R HEAD
VIOLA DSOUZA	S.E IT	ASSISTANT DOCUMENTATION HEAD

FRESH APPROACH

As the year of 2019 has been kicked off to a phenomenal start. We at E-cell CRCE think it is the perfect opportunity to introduce the culture of monthly newsletters. We feel that even in this day and age newsletters are as important as ever. We wish to provide truthful and important insight to the entrepreneurial world as we wish that every dream of a CRCE student to be an entrepreneur is fulfilled and we hope that we, CRCE E-CELL can provide this through our newsletters.

With our very first newsletter, we are happy to introduce our **NEW** logo, Mission, vision and the values we at the E-CELL believe thoroughly.

MISSION

To germinate the idea of entrepreneurship and develop the students to face the entrepreneurial challenges of tomorrow.

VISION

To develop a strong relation between our students, our experienced alumni and experienced members of the business fields; allowing our students to have a dynamic mindset before starting their entrepreneurial voyage.

VALUES

- 1) Integrity
- 2) Fortitude
- 3) Empathetic
- 4) Humility

Entrepreneur in Focus!

Its time for Mr.Rohan to educate us:

In our first ever issue we'll be trying to educate the students the ideal road to walk in order to achieve their goals, in their entrepreneurial journey. We'll be sharing the steps followed by the very successful entrepreneur Mr.Rohan Gilkes.

Mr.Rohan Gilkes is a serial entrepreneur and the founder of Lawn Tribe, Back Pack, Wet Shave Club, Maids in Black, and Launch27.

He was voted one of the 100 most influential African Americans by the Root and has been recognized by the Obama White House for his work in entrepreneurship.



Online Business Portfolio

<http://www.rohangilkes.com/> – Peek over my shoulder as I share everything on my journey to \$1,000,000 in monthly revenue.

<https://innclusive.com/> – BE YOURSELF. Rent welcoming & affordable places from amazing hosts in 130+ countries.

<https://www.launch27.com/> – Launch27 was built to help Maids in Black grow. It now runs the business operations of hundreds of companies and is responsible for a number of millionaires.

<http://groovelearning.com/> – We wanted to share our success so we built GrooveLearning...a Facebook group of business owners dedicated to growing their businesses.

<http://www.maidsinblack.com/> – Maid and cleaning service in DC MD VA. Select the number of bedrooms and bathrooms, see your price, and schedule maid service in 60 seconds!

<https://wetshaveclub.com> – THE WAY WET SHAVING SHOULD BE. Sign up today to get awesome

QUICK BACKSTORY AND HOW I FIGURE OUT WHAT TO BUILD!

So I wanted to build an app for a local service business. i.e An app that cleaning companies and lawn care companies and painting companies etc. would use. I already owned a local service business and felt I could create something that first would be a tool that I could use and then make it available for other people if it worked out. (Super awesome if you could be customer #1 for what you're building).

Anyhow, when appraising an idea I use this point system I came up with and assign points based on the following metrics:

1.10 points if there is a LOT of competition doing the same thing

2.10 points if you can point to folks making MILLIONS!

3.10 points if it's a service/software instead of product

4.10 points if you can get customers 60 days from now

5.10 points if there is a chance for automatic recurring revenue

6.10 points if the price of the thing is over \$50

7.10 points if the thing is boring, but people NEED it

8.10 points if it's something you've bought yourself

9.10 points if the thing is less than 13 ozs (If it's a product) or you can divorce it from your time if it's a service.

10.10 points if you can explain what it is in 5 words and a 5-year-old would understand.
====Closest to 100 wins!

HERE'S WHAT I DID TO GET MOVING:

STEP 1: FIND A TECHNICAL CO-FOUNDER

If you can code you can skip this step and code that bad boy yourself, but I knew I would need a technical co-founder. I reached out to a friend whose husband was a developer and told him what I wanted to build. At first, he wasn't interested, so I decided to do it myself (not like I'm going to live forever lol) and made a post on Upwork to find a developer. Me taking action on it changed his mind, and he came on board, things worked out, and he has since quit his job and works on the app full time.

STEP 2: FINDING A DEVELOPER

Upwork. That's it. I made a post, outlining what I was looking for and tried to find the single best person I could find with the most completed projects and the highest ratings. They started out at \$35 per hour. Bonus if you can give them a small project first to make sure they complete things on schedule, communicate well, have good availability etc. But once we figure that out, it's on. Our investment (and the only investment we ever made) was \$5,000 each between me and my partner.

STEP 3: CREATE SPECS

This doesn't have to be a really complicated process in the beginning. I simply put together how I wanted things to flow with a few screenshots for visual aids and explanation and that was that. It helps to go through every single app you can find in the space to get some ideas.

Of course, as things got going we got more complex, but this was legit how things started.

STEP 4: LAUNCH CONTENT

You need content. I don't care what you're selling. I never launch a business with ads. Instead by creating content around the product you can start a two-way conversation with your audience, get to figure out what they are looking for, what makes them tick, and start to build your audience.

I had put out a ton of content on local a WHOLE year before the app was even conceived (contrary to what folks with fuzzy memories think) and then started to put out more when I knew it was going to be a thing.

STEP 5: FINDING FIRST CUSTOMERS

If you made sure you're building something that people need, if you've nurtured and connected with those folks for months before the launch, have put out solid content, and have kept folks excited along the way, you **WILL** get customers on launch day. But your app isn't going to be beautiful yet (and you shouldn't wait until it's beautiful to launch), and folks won't mind as long as the main functions are there.

So what I said was:

1. We're going to be pricing this product at \$x price per month.
2. We're going to be adding a ton of features
3. Sign up now while it's still ugly at a discounted price, like 60% of \$x and you'll be grandfathered in at that price forever and take advantage of all the sweet updates and additional features at no additional cost.

This works like a charm!

IMPORTANT: So the revenue from first customers pays for ongoing development and we never had to put any more money into the platform!!!!

STEP 6: NOT WORRYING ABOUT IDEA GETTING STOLEN

See the first section in Step 5. You can't do this by trying to build in secret. As a matter of fact when I'm building something I want to tell as many people as possible to get feedback, get buy-in, and making sure I'm not building into a black hole. I want people anxiously waiting and knocking down my door before the thing is even done. Building it in secret (and nobody is waiting to buy at launch) is a much bigger risk to me than any thoughts of the "idea being stolen".

STEP 7: THE STORY-TELLING ARC

Beyond launch content, it's incredibly important to tell the story of the brand. Every brand story is different, but there are certain stories that really resonates with people. Think of how many brands that tell their story of having "started in a garage". If this is your story, don't hesitate to tell it. People often buy story more than they buy the actual thing. Be transparent and honest and human and your thing will connect.

STEP 8: BUILDING COMMUNITY

So as we put out content, told our story, worked on the app, and folks on our platform started to see success, we knew we had to build a community. For us, and I think this is critical, we look to build a Facebook group or subreddit or forum or whatever we can think of for any product or service we put out. This helps with feedback, first adopters, testers for new features, and folks help each other out thus helping with customer support. And of course, folks post their results which acts as inspiration for everyone else.

Step 9: TESTIMONIAL MARKETING

By now you have folks on the app that are doing well, you need testimonials. Think of going to a restaurant without first checking out their Yelp reviews. Or watching a movie without checking out Rotten Tomatoes (well this is me at least haha). But this is human. People need to know that other people use it and are happy with it.

There are multiple types of testimonials but the ones that work best for us are these:

Type 1: More serious Video testimonials (We just hire a videographer in our customer's city and send them to our client's home so it looks professional). Don't want to post one of these because it's too much like an ad.

Type 2: Candid - Screenshots from our Facebook group to show community and that folks help each other.

STEP 10) WEBINAR MARKETING

This is just another more formal way of telling your brand story, showing testimonials, highlighting your community, and extending your brand. So at this point, you have all those items in place, and a webinar presentation allows you to wrap everything up in a nice neat bow for people live and in real time.

DEMOGRAPHICS;

So a lot of our first customers were from Reddit but we've since grown so far beyond that. Folks on the app sell everything local imaginable, from cleaning to bike repair to auto detailing, to even babysitting and we have a ton of existing companies that came over from other platforms.

ALUMNI IN FOCUS

Kunal Arpal

Engineering and entrepreneurship seem to go hand in hand. Many famous startup owners today are engineering graduates who make the entrepreneurial path look like a cake walk and our beloved alumni of Fr. Conceicao Rodrigues College of Engineering are no different.

In this issue of E-Cell Monthly, we'll be talking about one such person whose endeavors after leaving Fr.CRCE makes it obvious for us students that with hard work, perseverance we can open up a new avenue after graduating with our Engineering degree. The alumnus in focus is Kunal Arpal. Kunal was part of the Information Technology batch 2013.



The Journey:

After Fr.CRCE

Just like any bright CRCE student Kunal had a job in his hand as he finished his college life. He was placed in Tata Consultancy Services and was sent to Ahmedabad for his training. After the completion of his training, Kunal was working for SBI from 1st January 2014.

The Turning Point

Every entrepreneur has a turning point in his life and Kunal's life was no different.

Kunal was asked to work on a bank holiday on 15th August, to which he obliged and was promised an extra day off for his extra effort and sincerity towards his job. However, when his plea for a day off in the following week was wrongfully rejected! When asked for a reason, the officials failed to provide one. Just like any other engineer who doesn't like to be cheated off his day off, Kunal felt this was the right time to turn in his resignation!

The inception of his Entrepreneurial voyage!

Once after having a conversation with one of his friends who worked in MSEB power substation in Kharghar, he realized that software wasn't up to date with today's technology. He smelt an opportunity here and started working on it straight away.

He took up this challenge of providing transformer monitoring panel using software (RTCC) to MSEB. In order to complete this conquest, he took up an automation course in Andheri and learned everything that was needed. At the end of his course, he proposed to the instructor at the institute to become his partner and they started Karishma Electricals.

First Victory

Kunal along with his partner prepared the software and presented it to the officials at MSEB Bandra. Impressed by the presentation, officials ordered the installation of the software at one of the power substation to record it's working.

Unsurprisingly the software was successful in its trial.

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As other MSEB power substations realized its efficiency and convenience of Kunal's software, it was then installed at 17 other location in Maharashtra. The team of Karishma Electricals started from a team of 2 and now over 15 members are present in the startup.

Kunal has the vision of covering both Gujarat and Karnataka with his software in the near future!

Conclusion:

Well, this story has really has been inspiring and has really taught us that if we keep our mind open and seize every opportunity that is present in front of us no matter how hard it requires us to work hard.

Also, we must keep in mind no empire is built in a day! We need to fight through the challenges and have the self-belief while we work on our dream projects!

Editor's Note:

We at E-CELL CRCE, wish to establish this culture of newsletters in Fr.CRCE.As the year progresses we hope that our monthly establish itself amongst the students of Fr.CRCE and germinates the idea of entrepreneurial culture. Newsletters have always played an important role in organization and institutions and we feel that E-CELL monthly can replicate the same in our prestigious institution.

Thanks to the presence of such helping alumni in the form of Kunal Arpal, who wish nothing but success for our juniors and so sportingly help us whenever we ask them about their guidance. Also, the support of the professors' Ms. Prachi Kunal Patil and Ms. Swapnali A.Makde has really been immense.

For our very first monthly issue, we tried to tackle the problem every young student faces in his/her life. The problem of "HOW". HOW to go about the idea that one has in their mind. We think that the story of Mr. Kunal Arpal who started from the same institution that we're currently studying in, is inspiring and we hope to have many such stories from our current batch.

We sincerely hope that the effort we've taken in order to bring this monthly into existence would pay off and helps to answers the question you have and hope that you will be confident while taking your first step towards your (successful ;-)) venture!.

Editor:

Shivam .S.Singh

T.E Electronics.

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