



Startup-AYUSH Portal

Basic Details of the Team and Problem Statement

Ministry/Organization Name/Student Innovation:
Ministry of AYUSH

PS Code: SIH1345

Problem Statement Title: Startup-AYUSH Portal

Team Name: Valor Vanguard

Team Leader Name: Huzaifa Mohammed

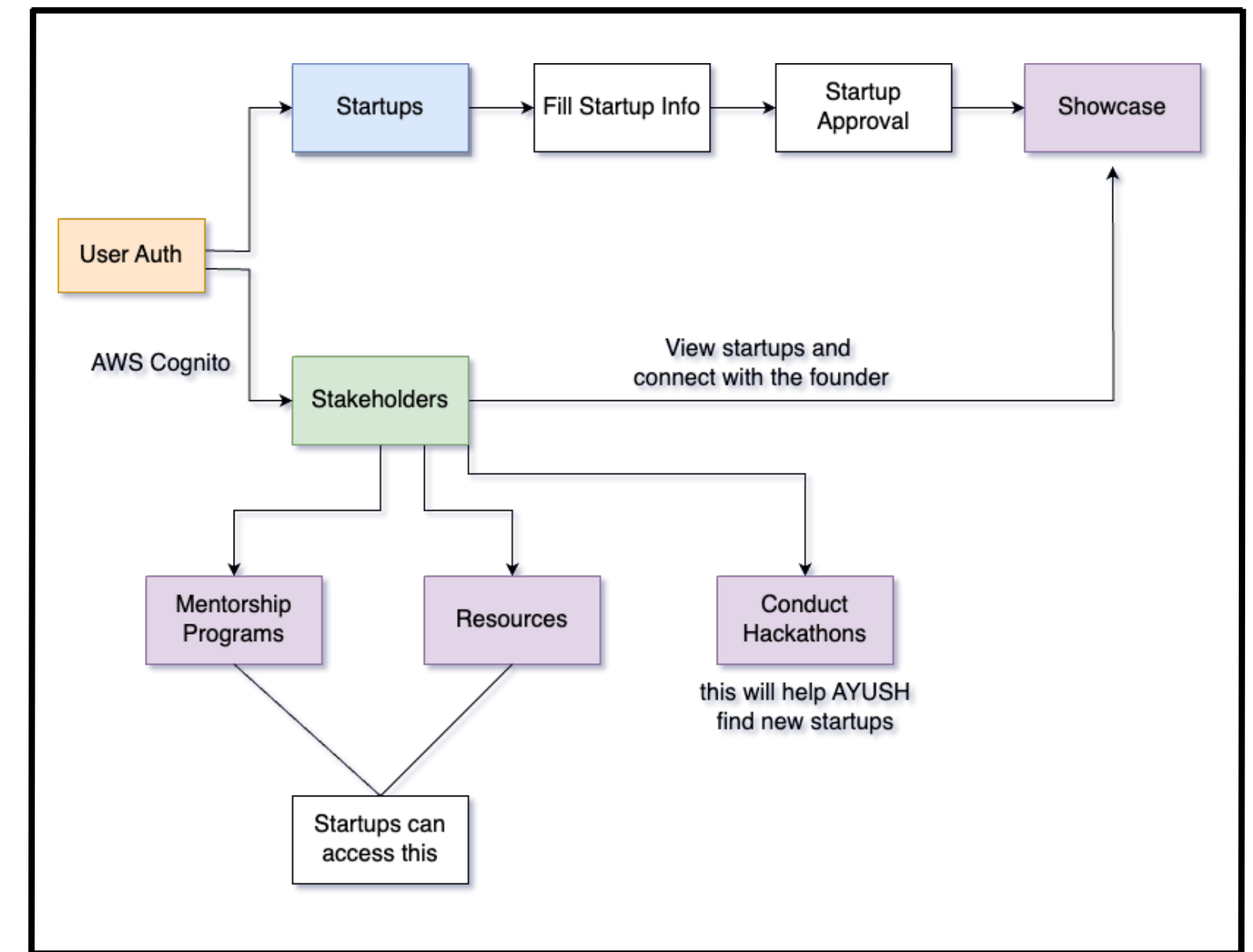
Institute Code (AISHE): S-16701

Institute Name: Marathwada Institute of Technology,
Aurangabad

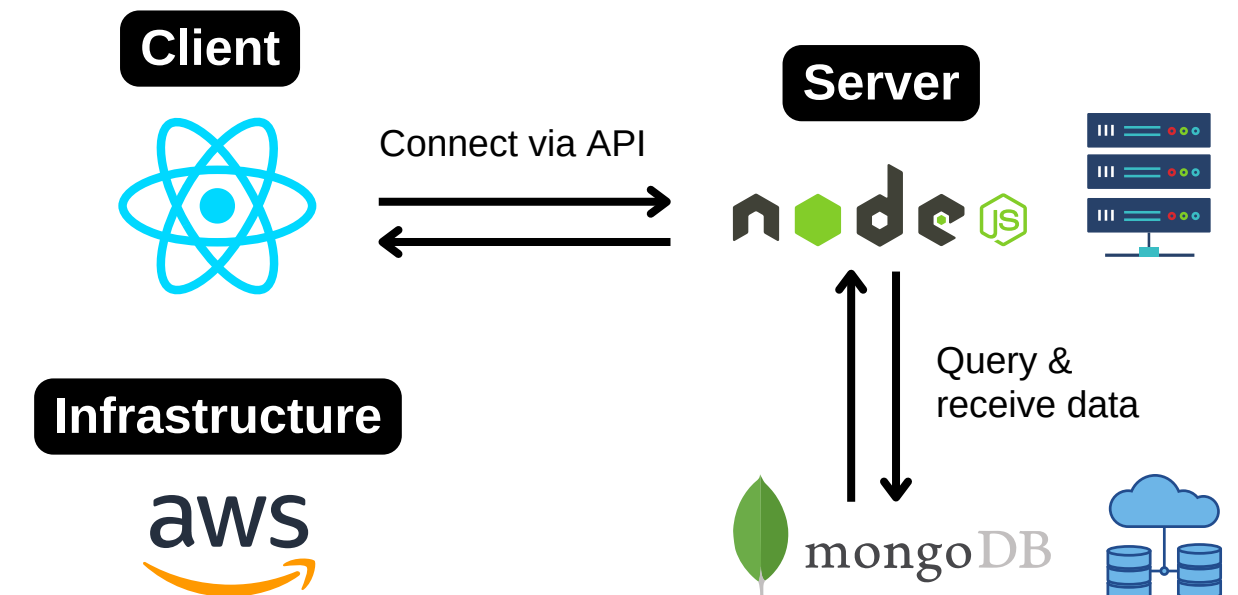
Theme Name: MedTech / BioTech / HealthTech

Idea/Approach Details

1. An idea is to develop a platform named **AYUSH Activate** where all stakeholders and startups who fall under the AYUSH system can interact with each other effectively and build successful startups at a global level.
2. On **AYUSH Activate**, every user will need to register with their email id and password, after which we would generate a UUID (Unique User ID) for future processes.
3. Once a startup registers, they will need to fill their startup info in order to showcase on the platform, and, we'll create a stunning page for them that they can share with the entire world & keep updating whenever they wish.
4. Once a stakeholder registers, they can interact with the startups within the platform through messaging their founder or so.
5. The stakeholders will also be able to organize mentorship programs, publish resources or even organize hackathons all at **AYUSH Activate** through which startups can benefit a lot or even new startups may born.
6. Also, stakeholders with stakeholders, and, startups with startups can also interact with each other, as we would be creating their profiles, allowing them to learn and grow together.



Tech Stack



Idea/Approach Details

Describe your Use Cases here:

1. **Startup Showcase:** Startups in the AYUSH sector can use AYUSH Activate to create detailed profiles showcasing their products, services, mission, and vision. They can regularly update their profiles with achievements, milestones, and product launches. This serves as an online portfolio that can attract potential investors, partners, and customers.
2. **Stakeholder Engagement:** Investors, incubators, accelerators, and government agencies can use the platform to discover promising AYUSH startups. They can reach out to startup founders for investment opportunities, mentorship, or collaboration. Stakeholders can also organize and promote mentorship programs, webinars, and workshops to guide and nurture startups.
3. **Resource Hub:** AYUSH Activate can act as a comprehensive resource hub for startups, offering guides, articles, videos, and templates related to entrepreneurship, regulatory compliance, product development, and market research. Startups can access these resources to enhance their knowledge and skills.
4. **Networking and Collaboration:** Startups can connect with other startups in the AYUSH community to foster collaboration and knowledge sharing. They can discuss common challenges, explore partnership opportunities, or collaborate on research and development projects. This networking can lead to the birth of new startups or innovative solutions.
5. **Event Management:** The platform can facilitate the organization of hackathons, conferences, and networking events related to the AYUSH system. Stakeholders and startups can create and promote these events, driving engagement and innovation within the community.

Business Model



1. Freemium Model
 - a. Basic Access (Free)
 - b. Premium Access (Subscription-Based)
2. Advertisement and Sponsorship
3. Transaction Fees

Current Dependencies/Stoppers

1. **Content Quality:** To maintain the platform's credibility and usefulness, the quality of content provided by startups, stakeholders, and resources must be high. Dependence on users to contribute valuable content is a potential stopper, which can be addressed through content curation and guidelines.
2. **User Adoption:** The success of AYUSH Activate relies on attracting a critical mass of users from various AYUSH sectors. Dependence on user adoption as a key factor can be a challenge, and effective marketing and outreach strategies will be crucial to overcome this.
3. **Technical Infrastructure:** AYUSH Activate's technical infrastructure, including servers, databases, and scalability, is a critical dependency. Ensuring the platform can handle increasing user traffic and maintain a seamless user experience is vital.

Team Member Details

Team Leader Name: Huzaifa Mohammed

Branch (Polytechnic) Stream (AI/ML) Year (III)

Team Member 1 Name: Ved Bhoskar

Branch (Polytechnic) Stream (AI/ML) Year (II)

Team Member 2 Name: Omar Nahdi

Branch (Polytechnic) Stream (AI/ML) Year (III)

Team Member 3 Name: Jayesh Kathale

Branch (Polytechnic) Stream (AI/ML) Year (II)

Team Member 4 Name: Rashmi Sable

Branch (Polytechnic) Stream (AI/ML) Year (II)

Team Member 5 Name: Tanmay Joshi

Branch (Polytechnic) Stream (CS) Year (III)

Team Mentor 1 Name: Type Your Name Here

Category (Academic/Industry): Expertise (AI/ML/Blockchain etc): Domain Experience (in years):

Team Mentor 2 Name: Type Your Name Here

Category (Academic/Industry): Expertise (AI/ML/Blockchain etc): Domain Experience (in years):