INTRODUCTION:

Digital India Hack-a-thon, an event to promote technology entrepreneurship in Gujarat in collaboration with open source web-app developers, software programmers, interface designers, and project management professionals, collaborate intensively on web application projects and this is 36 hour long 'Idea to MVP' intended to find real world solutions in academic, social enterprise and profit making organizations. The ultimate goal was to create usable softwares. Participants were supported by mentors to start web-mobile platforms, new business ideas/ improving an existing idea, team building, wire-framing, prototyping, and pitching their idea live to industry experts, investors and other stake holders. This event was sponsored by GTU Innovation Council, Ahmedabad, Gujarat.

To find more information, please follow the Links below:

- http://digitalindiahack.org/
- https://www.facebook.com/mobiletechnologypark/photos/a.431068150389925.1073741827.431063330390407/440407792789294/?type=1

DATE 11th – 12th April 2015
TIME 09:00 AM onwards
VENUE 128, GTU Student Startup Support System Co-Creation Center (S4-C3),
ACPC Building, LDCE Complex, Ahmedabad- 380015

Participants were instructed to bring - LAPTOP/iPAD/SMARTPHONE, etc.
Event Layout

- Event briefing, and introduction of key note speakers, mentors and participants
- Team Formation
- Ideation (new and from existing industry challenges)
- Business Canvas Development
- Presentation of the Ideas to Mentors and other team members
- Feedback from mentors
- Wire framing of selected Ideas
- Prototyping
- Pitching Rehearsal among team members
- Final Pitch to industry experts, investors and other stake holders
- Winner announcement

BRIEF PROCEEDING OF THE EVENT

In the Introduction part of the Event, Mr. Pravash Dey discussed his experiences about the need of Hack-a-thon culture in academic and industry in solving real world issues, past and future Hack-a-thon plans/challenges of New Business Development, how to choose the Idea for implementation and also about networking with fellow participants. Then Mr. Kunal Verma gave insights on how to choose Wire framing tools for the particular Idea and about the financial guidance, etc. Participants were given time to know each other via speed dating and form a team of six in a group. Hence there were 13 teams working on different interesting ideas.

The guest speaker Mr Bhaskar from Infocity, IT Hub Gandhinagar was here to give insights of digital entrepreneurship, industry collaboration, importance of co-working space, opportunities from corporate world.

Then begun the serious business of Digital India Hack-a-thon, intensive discussion on *ideation*, *business model preparation via Business Canvassing* for deep understanding of every aspects of business, followed by presentation of ideation to mentors and team members i.e. entrepreneurs pitching. Then was the session of night coding (10pm to 11am) in which participants had to build their online platforms (prototypes) of respective ideas.

Next day begun with opening remark by our Industry mentors on following topics:
- Ethical Hacking
- Startup Positioning- Marketing & Branding of web-application
- Legal Structures (Company formation)
- How to create a great pitch.
- Final Pitch preparation
- Early stage Financing, etc

Finally the day ends with a key note by Dr Akshai Aggarwal, Hon'ble Vice Chancellor of Gujarat Technological University, Mr Hiranmay Mahanta, Honorary Director of GTU Innovation Council and final pitching by participants to respective jury members.

KEY OUTCOMES

This event will lead the new generation of entrepreneurs to think of solving real world issues via technology and also to collaborate in improving existing systems. Web- applications can be a viable product to generate new opportunities in the market, build an effective and scalable business model, collaborate on real-time data and go global.

Out 13 teams 10 were able to finish their final prototypes in give time of 36hrs. After 3mins group Pitch and 3 min Q&A, jury members finally choose 6 teams to take them to market.
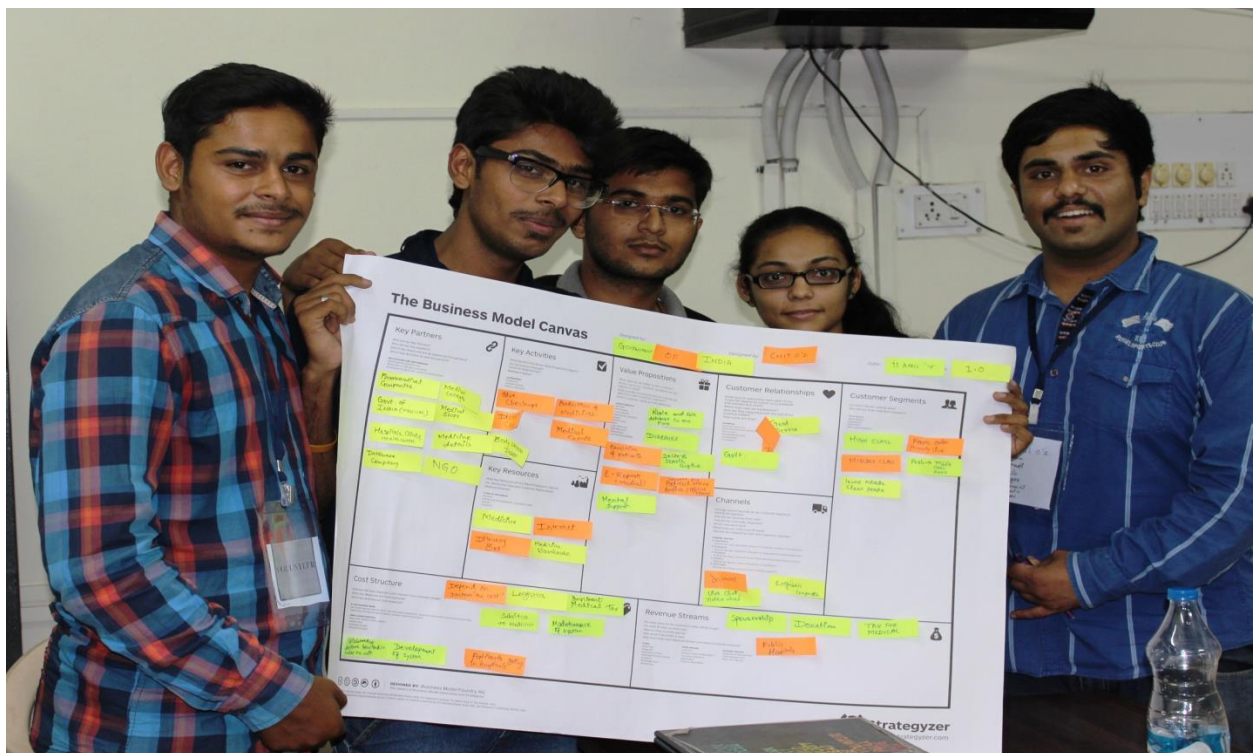

Mr Pravash Dey briefing participants about the #DigitalIndhack objective

Mr Verma guiding all participants about Digital India Hack-a-thon.

Participants are brainstorming & working on their business model

Mentors helping participants to fine-tune their ideas!

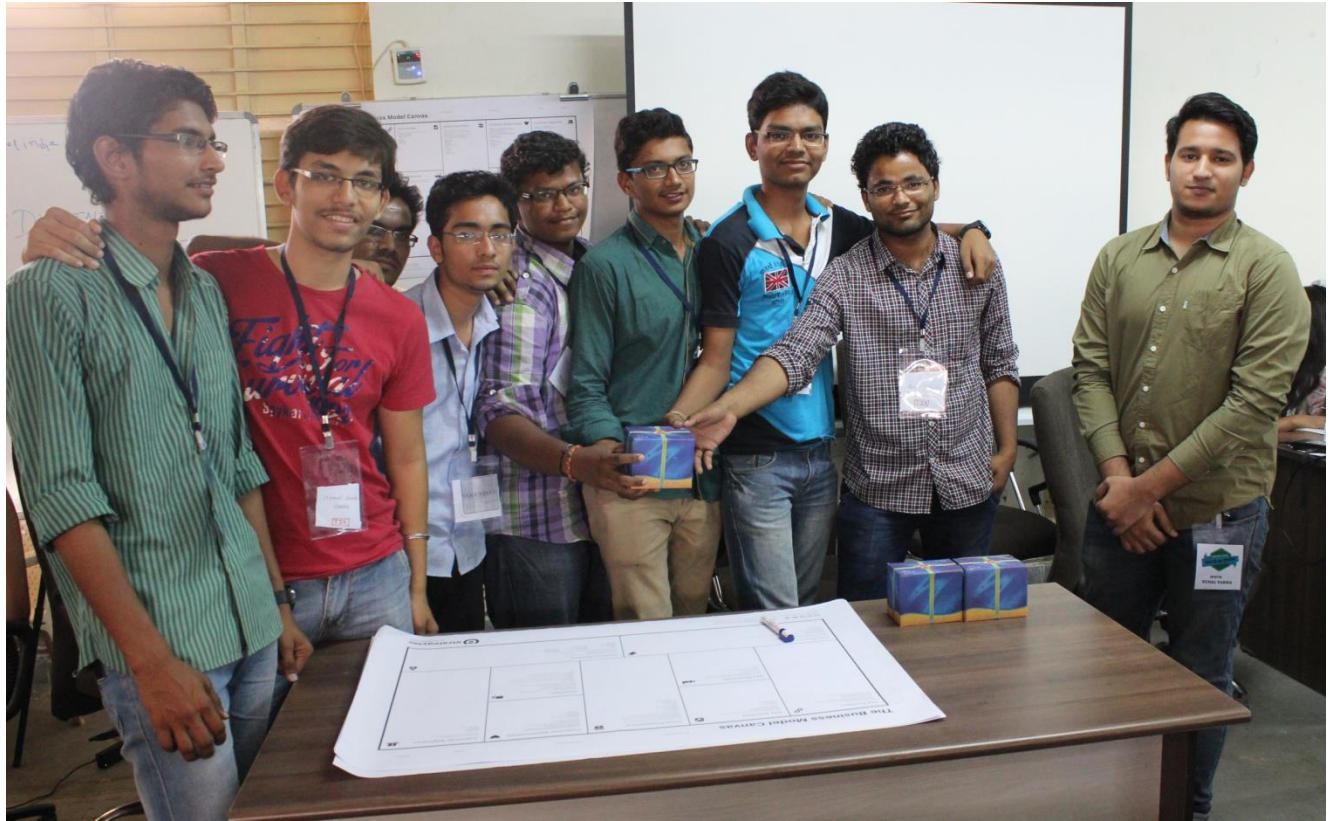**Guest Speaker Mr Bhaskar from Infocity IT Hub, Gandhinagar**

Some memorable moments while coding! With GTU Innovation Council Hon Dir Mr Mahanta

Hon'ble Vice Chancellor Dr Aggarwal addressing participants!

FEEDBACK:

There were 84 participants…following are some of their responses. The feedback form was kept anonymous to maintain data privacy and unbiased!

1. "The basic concept of hackathon was inspiring and good. It provided a challenging plus learning platform. I would like to take my team members and my idea to the next stage."
2. "Learned new technical skills and business concepts. The time frame of this event should be a week, so that we can learn more. Overall experience was above expectation. A great exposure by this event."
3. "I would love to go further with my business idea. We seek more of financial and technical support from GTU. Overall experience was excellent."
4. "I learned to utilize my potential in a given time frame. Experience was up to expectations but I would like to have some experience before going further with this business plan."
5. "I am student of Chankheda Vishvakarma College. It was a great experience and I would like to thank GTU to organize this kind of event and to provide platform for showcasing new idea. This event can improve insight vision of students and encourage them to be self-employed and have long term vision."
6. "Mentors were so supportive and their continuous supervision guided us in the proper direction."
7. "Programmers should teach us how to do CODING and WEB FRAMING as a part of this event. They should also guide us on which tools are the best suited to which type of Application. There should be one day seminar before the Event which will definitely help students like us who are from non-technical background."
8. "I am student of 1st year engineering college. It was an awesome experience for me. I am participating for the 1st time in such event. This is a good platform to present my idea and I would like to participate in such events future."

Conclusion

Participating in such event enables a student/ entry level professional to think from various prospects of technology innovation, industry collaboration and building innovative solutions/ prototypes for real world challenges. They indulge in serious decision making process for new business opportunities; get a line of thinking as how to proceed with a current idea and what all things to be considered while executing a business plan. Participants get an opportunity to interact with academic mentors and industry experts and learn from their experiences.

Teams dedicatedly worked together on some idea or the other, aiming to turn it into a successful business….via Digital India Hackathon!

1) punch- Harshadeep Champaneri + 4
2) health helper – Jaimin Sejpal + 6
3) Q page- Aakash Panchal + 7
4) demand karo- Sairam Pillai + 7
5) e-mission- Krunal Gohel + 4
6) student desk- Karan Pujara + 2
7) book billi- Aditya Saini + 8
8) patheek- Aman Shah + 5
9) race merchandise- Akshay + 1
10) college store – Vaibhavi + 2
11) Sodho - Ketakee Nimavat + 7

Digital India Hack-a-thon was mainly focused on starting web-mobile platforms, a whole new aura of business opportunity with increasing use of social media, and other digital services. Participant with a viable business idea will be provided mentoring, media, co-working, technology, and financial support to take them to the market.