



B.V.V. S. Sangha's



Basaveshwar Engineering College (Autonomous), Bagalkot

New Age Incubation Network (NAIN)

Report on

E-Step BOOTCAMP

E-Step initiated by Karnataka Innovation and Technology Society (KITS), Dept. of IT & BT, Govt. of Karnataka in association with Startup Karnataka and New Age Incubation Network (NAIN) conducted one day Bootcamp at Basaveshwar Engineering College, Bagalkot on 7th Sept. 2019 (Saturday).

Inaugural Function of Bootcamp

The program was inaugurated by the chief guests Mr. Abrar Ahmed, Associate-Marketing and outreach at Startup Karnataka and Mr. Vishnu Nagaraj, founder of Carve Startup Labs and TaGD. Dr. C. B. Shivayogimath Principal BEC, Bagalkot, Dr. S. S. Injaganeri, Dean Academic and Planning Development, BEC, Bagalkot, Dr. Anil D. Devangavi, College Coordinator NAIN, BEC, Bagalkot were on the dais. Faculties from Rajkiya College of Engineering, Bijnor were invited. Around 180 students participated in the program. Bootcamp helped students in inculcating Ideation, Product Design & Marketing, Developing Business Models, and to understand Karnataka startup policies and schemes.



Inaugural function of Bootcamp



Principal Dr. C. B. Shivayogimath addressing the gathering during the inaugural function

Bootcamp Session

Bootcamp sessions were conducted in a well-equipped hall with audio and speaker systems. Some of the important topics covered in the one-day bootcamp were an overview of the startup Ecosystem, Ideation, Product design and marketing, product development, Sales & Customer Engagement, etc.

Activity 1: Ideation

Teams came up with an idea to solve local problems and placed it on canvas, students identified solutions for problems, customers & competitors.



Ideation activity

Activity 2: Product Design and Marketing

Total 21 teams were formed and started working on logo designing, marketing & launch of a product.



Designing logo for their idea

Activity 3: Product Development

Product development canvas helped students to understand the functions and features of user needs.



Product development canvas

Activity 4: Sales & Customers Engagement

Customer engagement is the key to reach the business goals, engaging customers with product brand and other points were covered in the session.



Activity 5: Mentor Talk

A Mentor talk by local entrepreneur Mr. Vijay Datar, CEO Affinity Software, interacted with the participants and shared his entrepreneurial experience.



Activity 6: Business Model

The teams put up their idea into a business canvas model.



Business canvas model

Activity 7: How to create Pitch Deck & Mock Pitch Session

Teams learned how to pitch their idea, convince product to customers, and received feedback from customers.



Activity 8: Karnataka Startup Policy & Startup India Policy, Initiatives & Schemes

Mr. Abrar Ahmed has given brief information on karnataka startup policy, government initiatives, funding provided to develop from idea to prototype, patent reimbursement, travel expenditure reimbursement, etc.



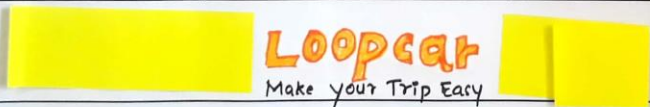
The Bootcamp concluded with a group photo at 5.30 PM



Following are few teams canvas work presented at Bootcamp event.

1. IDEATION CANVAS Team: 13

<p>Problem</p> <ol style="list-style-type: none"> 1) Monitoring the body conditions. This monitoring is caused by taking capsule as a intake. 2) Car Rental Service with drivers. Non-availability of cars for required time for short and long trips. 3) Availability of less charging stations. 	<p>Competitor</p> <ol style="list-style-type: none"> 1) MRI Scanning, ECG X-ray machining 2) Travel agencies 3) Normal petrol pumps. 	<p>People</p> <ol style="list-style-type: none"> 1) It is cost effective, so village people, middle class people can afford this capsules 2) It is cost effective, available in less time, all type of people can afford it. 3) The people present in highly polluted areas.
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Idea

- 1) Intake of capsule which containing sensors, so that we can monitor the variations in the body.
- 2) Making this car rental service online, increases the business of vendor through android app.
- 3) Charging stations run by battery charging, By exchangeable batteries.

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2. PRODUCT DEVELOPMENT CANVAS Team: No :- 13

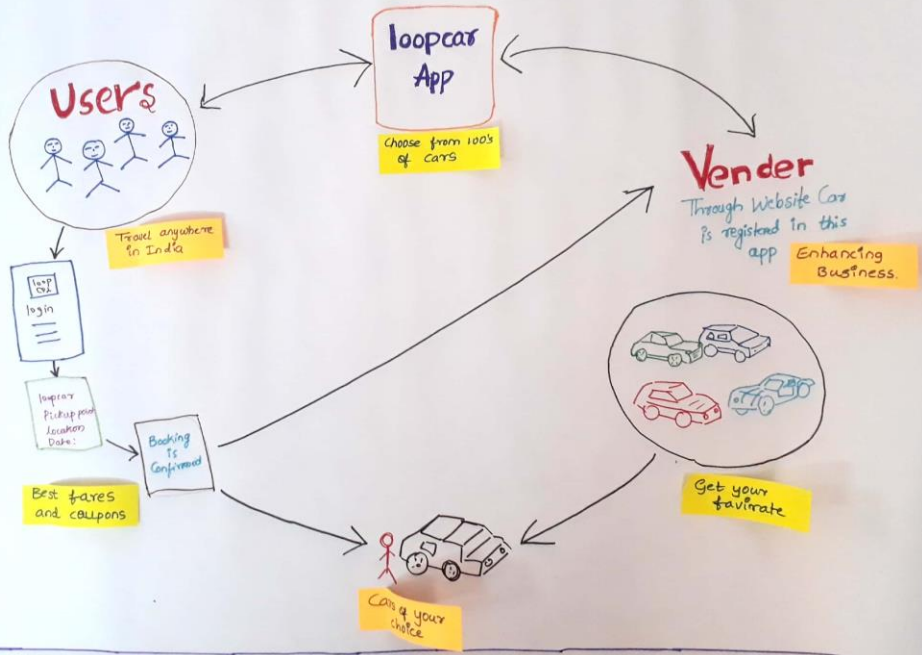
<p>User Activities</p> <ol style="list-style-type: none"> 1) Download the app "loopcar" in playstore 2) Sign up with your name, email-ID, mobile number. 3) Enter the pick up point and where to go and finding with date. 4) OTP verification 	<p>Redesign</p> <ol style="list-style-type: none"> 1) After booking, based on insurance getting click on the check box to get your car in condition back with insurance 2) Option for feedbacking may positive or negative to improve the support 	<p>Customer Revalidation</p> <ol style="list-style-type: none"> 1) Providing insurance for car and car driver for travelling. 2) Giving users a feedback panel to convey their feedback 3) Giving chance to cancel the booking before they travel. 4) There is no charges applied if they cancel
<p>Functions</p> <ol style="list-style-type: none"> 1) Choose of cars with your comfort 2) Cost effective with good condition 3) High Rated drivers 4) Orders for first booking will get coupons and offers 5) Pick up in time 	<p>Reject</p> <p>-</p>	
<p>Features</p> <ol style="list-style-type: none"> 1) Easy availability of cars with AC and Non-AC based on user's choice 2) All kind of people can afford this feature 3) Good conditioning of car before travel 4) Safe driving with entertainment 5) User can get all information about booking, pick up point and destination reaching. <p>6) User friendly. 7) Cars with airbags and sensors for activation.</p>		
<p>Components</p> <ol style="list-style-type: none"> 1) Android app 2) Admin panel 3) Vendor admin panel 4) Servers 5) Website 6) Cloud pushing 		

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LOOPCAR

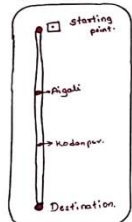
Make Your Trip Easy



Vitra travels



Google Map



Tracer



#E-Step

Vitra Yatra Sukh Yatra

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