



# GUJARAT TECHNOLOGICAL UNIVERSITY

Programme: Master of Business Administration Semester: 4

Branch: Innovation, Entrepreneurship and Venture Development

Subject Name: Action Learning Segment - 2

Subject Code: N2549402

**Rationale:** Action Learning Segment (ALS) -2 is focusing on establishing venture either in self or with support of incubation unit based on the business model developed as part of capstone projects

ALS-2, which is Venture establishment phase in support of any recognized Incubation centre or independently (in support with Faculty Mentor). While selecting the Incubator or Startup, it should be relevant to your proposed idea on which you have started your journey of MBA-IEV. In case of Pivoting idea, Student can't change the idea by his own without prior discussion and approval from Faculty Mentor and Program Coordinator through proper communication channel (via email). For finalizing the Incubator or Startups, Faculty Mentor and Program Coordinator should be informed and take opinion.

## Course Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical		
				ESE (E)	PA(M)	ESE (V)	PA (I)	
0	0	14	14	0	0	500	200	700

## Scope of Work

- Registered entity as per Startup India mandate (LLP/Pvt Limited)
- MCA Compliance, Banking related documents, Udhog Adhar and related all registration, certification or licenses etc
- Final MVP and Product, Final Pitch deck including Go To market strategies, Final business Plan, Revenue Stream, Early market entry and testing
- Participation in any exhibition or fair or Independent Product camp
- Funding received (Grant and/or Investment), Awards and Achievements
- Patent filled/Published or granted
- Website or Online Presence with product or Application developed

## Submission

- Student should submit Incubation letter & this venture establishment phase will be considered as whole Semester 4.
- Following the completion of the final report, in collaboration with the Faculty guide, the report will undergo approval. Subsequently, the guide will forward the report for a plagiarism check to the library. Upon receiving the necessary approvals, students will be granted the final Institute Certificate, a prerequisite for participation in Internal and Final viva.
- The original submission of the final report should cover the specified topics and include the Capstone report, Skill Certification, and ALS-1. This comprehensive report marks the culmination of the entire entrepreneurial journey, from ideation to the establishment of a fully-fledged legal entity for startups.



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## Important Note:

1. Faulty report or documentations, Referral Documents, Canvassing, Misleading information will not be entertained by any means.
2. The report should be crafted to serve as a comprehensive document ready for presentation during funding or investment opportunities. It should be self-explanatory, allowing third parties to easily grasp the entrepreneurial journey undertaken in the unique MBA-IEV Startup Track program.

**Evaluation:** Students shall be evaluated on the following suggestive components:

Parameters	Internal Marks (300)	External marks (700)
Via voce	50	120
Project report submission	70	160
Establish Enterprise & Registration, Required Licensing, Udyog Aadhar, GST Certificate etc	20	50
Grants raised, Achievements, Awards, Recognitions etc	20	50
Activities for Promoting the product service & the Innovation, No of Customer/Clients/Users	70	160
Statement of expenses incurred and its viability, Turnover & Revenue Generated, Job Created, Future Projections, Intellectual Property (IP) Generation, Technology Developed and Commercialization etc	70	160



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**Report**

on

**“Action Learning Segment - 2”**

**Startup Project Name**

**Submitted by**

Name of Student (Enrolment No. \_\_\_\_\_)

Faculty Guide, Designation

*In partial fulfilment of*

**Master of Business Administration (MBA)**

(Innovation, Entrepreneurship & Venture Development)

Semester - 4

**Submitted to**

Graduate School of Management Studies (GSMS)

Gujarat Technological University, Ahmedabad- 382424 – Gujarat

**Month-Year**