



ONE PLATFORM
THAT FOSTERS THE
ENTREPRENEUR
WITHIN YOU

BIZSTART[®]
Fostering Business Minds

INTRODUCTION

For universities and colleges that encourage entrepreneurship,

Bizstart offers a pre-incubation and incubation platform, which distinguishes them and assists them in developing successful entrepreneurs.

VISION

Create a comprehensive business intelligence and acceleration platform for aspiring and existing entrepreneurs to help them realize their entrepreneurial dreams.

MISSION

To provide the most exhaustive business cases online, scientific assessment, data intelligence, verified service providers and mentorship support to help aspiring entrepreneurs explore, study, decide and start a startup/business confidently, and help existing business owners grow their business with certainty.

WHY BIZSTART?

- Need to establish entrepreneurship as a viable career option for students pursuing higher education.
- Empower professors and incubation managers in effectively fostering entrepreneurship at scale.
- If India is to achieve its \$10 trillion economy target, encouraging youth entrepreneurship is paramount.
- Need for a scientific and systematic approach to identify potential entrepreneurs for incubation.
- Reduce the failure rate of new businesses and startups. ~33% of new businesses close down within the first 2 years of their launch. ~90% of startups don't reach revenue stage.



ADVANTAGES FOR COLLEGES



Sensitize all, identify potential entrepreneurs



Improve NIRF and NAAC Score



Differentiation for Branding



Draw in more students



Track student's progress transparently

WHAT DO STUDENTS WANT?

Here are the findings of a survey conducted by Bizstart among college students:

DO YOU DREAM OF STARTING A NEW BUSINESS YOURSELF?

Responses	%
No, I plan to take up a career in job	21%
Yes, I aspire but do not have any immediate plan	46%
Yes, I dream and will start a business soon	20%
Yes, I wish but do not know how	13%

WHAT ACCORDING TO YOU IS THE BEST WAY TO PREPARE FOR A NEW BUSINESS?

Responses	%
Have a business idea	11%
Research for regional appropriation	7%
Research on the business idea	56%
Talk to an existing business owner in that field	27%

WHAT BUSINESS WOULD YOU LIKE TO START?

Responses	%
Restaurant/Café/Cloud Kitchen	20.8%
Digital Marketing	5.2%
Garments	5.2%
Financial Services	3.8%
Real Estates	3.8%
Art	2.8%
E-commerce	2.8%

Responses	%
Event Management Company	2.8%
Environment Sustainable Products	2.4%
Fashion	2.4%
Manufacturing	2.4%
Pharma	2.4%
Software	2.4%
Social Entrepreneurship	1.9%

WHAT DOES BIZSTART PROVIDE?

Assessment

- **Are you a born entrepreneur?**

Each student gets a personalized report on where they stand currently and the way forward to pursuing entrepreneurship.

- **What businesses are suitable for you?**

Each student gets a personalized report on their core abilities, personality type, and a recommended list of top 10 businesses ideal for them given their abilities, personality and interests.

Business & Startup Profiles

Access to preliminary research on 800+ business and startup ideas across both established and innovative business profiles.

ESTABLISHED BUSINESS OPTIONS

Industry	# Profiles
Building Material	24
Professional Services	23
Coach, Counsellor	17
Health and Wellness	16
Restaurant & Cloud Kitchen	14
Technology Solutions	13
Jewellery	12
Fashion Garments	12
Food Products	12
Furniture & Home Decor	12
Lifestyle Goods	12
Personal Care	10
Video / Films / Photography	10
Real Estate & Construction	10
Automobiles	9
Financial Consultancy	9
Medical Services	9
Training	9
Agri-Business	9

Industry	# Profiles
Event Management	8
Advertising and Marketing	8
Bakery Products, Chocolates	7
Grocery Store	7
Art & Gifts	6
Travel & Tourism	6
Educational Services	6
Packaging & Printing	5
Logistics & Warehouse	4
Performing Art	4
Solar	4
Writer	4
Architect & Interior Designer	3
Textile Fabric	3
Influencers and Bloggers	2
Industrial Products	2
Transformers	1
Water / Waste Treatment	1
Computer & Accessories	1
Total	324

INNOVATIVE STARTUP IDEAS

Industry	# Profiles
FoodTech	44
Agritech	42
HealthTech	36
Baby Products & Toys	31
EnergyTech	29
Fashion Tech	27
Pet Industry	24
Electronic Technology	23
Enterprise Technology	20
BuildingTech	18
Personal Care	15
EdTech	15
Automotive	15
TextileTech	14
Technology Solutions	14
FinTech	11
Wearable Technology	10

Industry	# Profiles
Airport Operations	10
Packaging Solution	9
Virtual Reality (VR)	8
Robotics	8
Advertising & Marketing	7
Industrial Products	7
Interior Designing	6
Lifestyle Goods	6
Water / Waste Treatment	5
Water Technology	5
TravelTech	5
Furniture	5
Traffic Management	2
Augmented Reality (AR)	2
Logistics & Warehouse	1
Jewellery	1
Influencers & Bloggers	1
Total	476

Business Model and Business Plan Template

Students will receive guidance for their startup idea by addressing 47 carefully selected questions integral to startup mentoring, business model development, and business plan creation. These questions are scientifically curated to encompass all essential facets of an innovative startup idea. This exercise serves as the foundation for idea evaluation and validation.

Study Material

- **Blogs**

Access 12+ blogs designed to assist first-time entrepreneurs in conquering the fear of failure and gaining the clarity and confidence necessary to take the giant leap into entrepreneurship.

- **Startup Handbook**

Access an e-book—a toolkit that outlines each of the 14 logical steps to launch a startup in India. This resource draws from the experiences of Harvard iLab and Y Combinator Accelerator. The e-book is available in both English and Hindi languages.

Business Plan Competition

A competition where students update their responses to Business Model and Business Plan questions online. The answers undergo reviews from both AI and humans to identify winners.

Engaging with Actual Entrepreneurs

Bizstart will arrange for successful startup founders, business owners, mentors, and functional experts from mutually agreed-upon relevant industries to visit the campus. This arrangement ensures that students have the opportunity to interact, learn firsthand, and have their queries addressed by these experienced entrepreneurs and professionals.

Artificial Intelligence (AI) generated Idea Evaluation Reports

Students receive an AI-generated personalized feedback report encompassing a Value proposition Statement, Related Innovative Opportunities, Key Assumptions, Next Steps to Validate, SWOT Analysis, Overall Rating, and much more.

Scheduling Calls

Bizstart has a panel of 250+ verified business owners, founders, and service providers hailing from 20 states in India and diverse industries. Students can schedule a 1-2-1 call with experts of their choice as needed. Each call incurs a basic charge pre-listed by the respective business owners.

One-to-one Mentoring and Launch Support

Students receive one-to-one mentoring, incorporation, legal compliance, trademark registration, MVP development, website development, and other setup services from the functional experts enlisted on Bizstart.

TYPES OF ENTREPRENEURS

Bizstart supports all major types of entrepreneurial pursuits including:

- Small business
- Self-employment
- Work from home
- Family business
- Startups
- Social enterprise



PRE-INCUBATION PROGRAM DETAILS

OBJECTIVE:

Sensitise all students to the real world of entrepreneurship and identify potential ideas and entrepreneurs for incubation.

STAGE 1

Duration: 6-8 weeks

All students are provided access to the Bizstart platform which is co-branded for the respective university/college. The Bizstart platform access includes:

- Psychometric Assessments to identify one's entrepreneurial quotient and the best industries suitable for each student
- Access to preliminary research on 800+ business/startup opportunities across 60 traditional and innovative industries
- Ability to create a Business Model and Business Plan Online
- Access to blogs & E-book-14 steps to launch a successful startup
- Access to 250+ successful entrepreneurs

Physical sessions at the campus:

- Orientation Session
- Workshop 1- How to identify opportunities and evaluate startup ideas
- Workshop 2- Writing down a value proposition statement for your idea
- Workshop 3- Completing the Business Model & Business Plan exercise

Throughout the pre-incubation program, Bizstart provides weekly metrics to help university/college coordinators track the progress of each student across the entire pre-incubation journey.

Bizstart reviews all business models/business plans to identify winners who move to Stage 2.

STAGE 2

Duration: ~3 months

Winners who make it to Stage 2 receive an **AI-generated personalised Idea Evaluation Report** and **one-to-one mentoring** to help them:

- Refine their value proposition statement
- Build an MVP (Minimum Viable Product)
- Test MVP to validate their idea/hypothesis
- Learn how to pitch their idea for potential funding





ABOUT THE FOUNDER

Hitesh Porwal resides in Mumbai. Only I can change my life... with this belief, Hitesh altered his path from a Managing Director at a top hedge fund multinational to an entrepreneur and founder of Bizstart. A qualified MBA, CFA and CISA, Hitesh was a gold medalist in the 12th standard board exams in the state of Rajasthan. His vision is to establish entrepreneurship as a viable career option for students in higher education within the country's education system.

Download soft copy here:



English



Hindi