Ref: ICSII-SSIP04/JAN25/04

Date: January 22, 2025

Event Report

Event: Scale Up Toolkit for StartUps
Type: Seminar
Time: 3:00 PM – 4:00 PM
Venue: Seminar Hall, Indus University
Speaker: Prof. Shaswat Padalia, Asst. Dean R&D, Indus University
Total Participants: 82

Overview

The seminar titled **"Scale Up Toolkit for StartUps"** was conducted under the ICSII-SSIP initiative at Indus University. The session was led by **Prof. Shaswat Padalia**, renowned for his multidisciplinary innovation approach and leadership in startup incubation. The session targeted student innovators, early-stage founders, and incubated startups looking to transition from idea validation to scaling operations.

Key Themes Covered

- **Understanding Scale vs Growth:** Clarifying strategic growth and scalable models.

- **Checklist Before Scaling:** Product-market fit, team readiness, infrastructure, legal compliance.

- **Tools & Frameworks:**

    - Growth Hacking Tools

    - Startup CRM & Analytics Platforms

    - Lean Metrics for Tracking

- **Case Studies:** Successful scalable startups supported under ICSII.

- **Funding & Resource Planning:** How SSIP & ICSII support scale-ready PoCs.

- **Q&A Session:** Addressing real startup hurdles faced by students.

Key Outcomes

- Participants gained a **clear roadmap for scaling operations**, especially with limited resources.

- The seminar helped them identify **scaling bottlenecks** and prepare for market expansion.

- Several students expressed interest in **revisiting their current PoC strategies** with scalability in mind.

Conclusion

The session served as a practical, action-driven guide for entrepreneurs ready to take their validated startup ideas to the next level. Prof. Padalia's strategic insights and toolkit approach helped bridge theory with implementation, making this seminar a valuable resource in ICSII's knowledge-driven incubation ecosystem.

Organized by: ICSII, Indus University
Duration: 1 Hour
Mode: Offline Seminar