

**Ref:** ICSII-SSIP04/MAR25/02

**Date:** March 14, 2025

## Event Report

**Event:** Crowdfunding Essentials for ICSII Incubated Startups

**Type:** Seminar

**Time:** 3:00 PM – 5:00 PM

**Venue:** LH29, Indus University

**Speakers:**

Prof. Shaswat Padalia, Asst. Dean R&D, Indus University

Prof. Ritesh Patel, Asst. Professor, Indus University

**Total Participants:** 80

### Overview

The seminar “**Crowdfunding Essentials for ICSII Incubated Startups**” was organized to familiarize incubated startups with alternative fundraising mechanisms beyond traditional grants and investors. The session focused on how crowdfunding can be strategically used for early validation, capital generation, and community building, especially for student-led and early-stage ventures.

### Key Highlights

- **Introduction to Crowdfunding Models**
  - Reward-based, equity-based, donation-based, and debt-based crowdfunding
  - Suitability of each model for different startup stages
- **Preparing for a Successful Campaign**
  - Defining a compelling value proposition and campaign narrative
  - Importance of visuals, videos, and clear communication
- **Platform Selection & Campaign Structuring**
  - Overview of popular Indian and global crowdfunding platforms
  - Setting realistic funding targets and timelines
- **Marketing & Outreach Strategy**
  - Pre-launch buzz creation and audience targeting
  - Leveraging social media, networks, and early supporters
- **Compliance & Legal Considerations**
  - Regulatory aspects for equity crowdfunding

- Transparency, disclosures, and post-campaign responsibilities

- **ICSII & SSIP Perspective**

- How crowdfunding complements SSIP funding and incubation support
- Case references of startups successfully leveraging crowdfunding

## Outcomes

- Participants gained clarity on when and how crowdfunding fits into their funding roadmap
- Improved understanding of campaign planning, execution, and risk management
- Several incubated startups expressed interest in exploring crowdfunding as a validation and funding tool

## Conclusion

The seminar provided practical and actionable insights into crowdfunding as a viable fundraising and market-validation strategy. The guidance shared helped startups understand not only how to raise funds, but also how to build trust, traction, and community around their products.

**Organized by:** ICSII, Indus University

**Duration:** 2 Hours

**Mode:** Offline Seminar

