



Swarnnim Startup & Innovation University Activity Report 2026

Institute/ Department	Department of Innovation & Entrepreneurship
Activity	Orientation session on Pitch deck design
Date of the Event	23 rd June 2026
Duration	9:00 AM – 4:00 PM
Venue	Incubation Centre Swarnnim Startup & Innovation University
Participant's Branch/ Institutes	Homeopathy
Total Number of Participants	20
Facilitator	Mr. Gaurav Sharma & Ms. Sukriti Pandey

Schedule of the Session

Session	Faculty	Topic covered
Session 1 (10:00 AM – 11:00 AM)	Mr. Gaurav Sharma	Introduction to a Startup Case: Hari Ropan
Session 2(11:00 AM – 12:00 PM)	Ms. Sukriti Pandey	Introduction to the guidelines for pitch deck preparation.



SWARNNIM
STARTUP & INNOVATION
UNIVERSITY
WHERE IDEAS COME ALIVE

— Startup Project Course —

ORIENTATION SESSION

DISSERTATION WRITING & PITCH DECK PREPARATION

Empowering Ideas. Building Startups. Creating Impact.

 DATE 23 JUNE 2026	 TIME 10:00 AM – 11:00 AM 11:00 AM – 12:00 PM	 VENUE INCUBATION CENTRE, SSIU	 TOTAL STUDENTS 22
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SESSION SCHEDULE

SESSION 1 10:00 AM – 11:00 AM  Introduction to a Startup Case: HARI ROPAN - Startup overview - Product & innovation - Real-world insights - Entrepreneurial journey	SESSION 2 11:00 AM – 12:00 PM  Pitch Deck Preparation Guidelines - Pitch Deck Framework - Content Guidelines - Presentation Flow - Best Practices
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 **KEY HIGHLIGHTS**

- Understand startup documentation
- Learn Pitch Deck essentials
- Market research & feasibility insights
- Business models & financial planning
- From idea to impactful presentation



**TURN YOUR
IDEA INTO
IMPACT!**

 **WHAT YOU WILL LEARN**

- How to write a strong Startup Dissertation
- How to create an effective Pitch Deck Presentation
- Validate your idea with research and data
- Plan your startup for a successful future

INNOVATE • INCUBATE • INSPIRE

Introduction

A training and orientation session was conducted for the Homeopathy students enrolled in the Startup Project course at the Incubation Centre, SSIU. The primary objective of the session was to familiarize students with the process of developing and documenting their startup ideas in the form of a dissertation report and a professional pitch deck presentation. The session aimed to provide both practical exposure to an existing startup and theoretical understanding of startup project documentation requirements.

Session 1: Startup Introduction through Hari Ropan

The first session was conducted by **Mr. Gaurav Sharma**, wherein students were introduced to **Hari Ropan Innovations LLP**, a healthcare startup working at the intersection of traditional Ayurvedic knowledge and modern scientific innovation. The startup focuses on Ayurvedic-inspired biomedical devices, fumigation therapy technologies, laboratory products, and evidence-based healthcare solutions.

The discussion highlighted:

- The startup journey and evolution of Hari Ropan.
- Identification of societal and healthcare challenges.
- Development of innovative solutions rooted in traditional knowledge.
- Importance of research, product validation, and commercialization.
- Registration and operational aspects of a startup venture.
- The role of innovation in creating social and economic impact.

The case helped students understand how a startup idea can be transformed into a viable business model while addressing real-world problems.

Session 2: Guidelines for Startup Pitch Deck Preparation

The second session was conducted by **Ms. Sukriti Pandey**, focusing on the academic and practical requirements of the Startup Project. Students were guided on the structure and content of the pitch deck presentation. The session was based on the prescribed Startup Pitch Deck framework provided by the university.

The following components were discussed in detail:

1. Founder Profiles and Team Information.
2. Problem Statement and Identification of Market Need.
3. Product/Service Description and Value Proposition.
4. Solution Offered by the Startup.
5. Competitive Scenario Analysis and Competitor Benchmarking.
6. SWOT Analysis.
7. Market Research Methodology, Data Collection and Findings.
8. Feasibility Assessment (Technology, Financial and Time Feasibility).
9. Business Model and Revenue Generation Strategy.
10. Market Size Estimation and Target Customer Identification.
11. Financial Projections for the Next 3–5 Years.
12. Funding Requirements and Resource Allocation.
13. Startup Registration and Company Information.
14. Go-to-Market Strategy and Distribution Channels.
15. General Information regarding incubation, funding, achievements and Startup India registration.
16. Small-scale Implementation, Customer Validation and Feedback Collection.

Students were also informed about the recommended number of slides for each section and the importance of supporting their startup concepts with market data, customer validation, feasibility analysis, and financial projections.

Learning Outcomes

At the end of the programme, students were able to:

- Understand the structure and expectations of the Startup Project dissertation.
- Learn the components of an effective startup pitch deck.

- Identify methods for validating startup ideas through market research.
- Develop a systematic approach toward business model development and financial planning.
- Appreciate the significance of customer feedback, feasibility analysis, and competitive assessment in startup creation.

Conclusion

The orientation session successfully provided students with both practical and theoretical exposure to startup development. The case study of Hari Ropan offered valuable entrepreneurial insights, while the detailed discussion on dissertation and pitch deck preparation equipped students with a clear roadmap for completing their Startup Project. The interactive nature of the session encouraged students to critically evaluate their startup ideas and align them with the prescribed academic and entrepreneurial guidelines.

Attendance Sheet

Attendance Sheet

S.No.	Roll No.	Name	Signature
1.	10.	Krupa Pithadiya	Signature
2.	25.	Vishva Patiljapati	Signature
3.	81.	Jumi Unvishi	Signature
4.	13.	Ansari Hafifa	Signature
5.	03.	solanki Anjali	Signature
6.	18.	Shreemali Arjam	Signature
7.	24.	Jayshree Chaudhary	Signature
8.	86.	makwana Jinal	Signature
9.	100.	Bamaniya Biraj	Signature
10.	40.	Gondaliya Ketika	Signature
11.	50.	munjani Ritha	Signature
12.	45.	Riya Patel	Signature
13.	60.	Vaghela Ummati. m.	Signature
14.	46.	Goswami Sandhya K.	Signature
15.	09.	Pruthi Palak J.	Signature
16.	22.	Nihari Thakkar	Signature
17.	34.	Shakhi Nirala	Signature
18.	33.	Agrchi Patel	Signature
19.	30.	Sneha Paurani	Signature
20.	31.	Mauli Bathani	Signature

Visual Highlights of the Session





