



**A Report
On**

**Anant's Aarambh Incubation Centre, in Collaboration with
FICCI FLO, Conducted a Session on 'Demystifying Investment
in Startups'**

**Organised by
Anant National University**

**Held on
01 September 2025**

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1. Anant National University – An Introduction:

Anant National University is the best design university in Ahmedabad India, aims to equip designers with tools of the digital age and a multidisciplinary approach to bring sustainable solutions to the challenges of the contemporary world. Industries across sectors are seeking designers who possess knowledge of multiple domains and can use their interdisciplinary expertise to create solutions for a better future. At Anant, we aim to mould such designers who possess technical skills, and a holistic understanding of context and are also good communicators, collaborative workers and critical thinkers.

2. The AARAMBH – Incubation Center, Anant National University

AARAMBH is the incubation centre at Anant National University and promotes the entrepreneurship culture in and around the campus by offering various platforms to budding entrepreneurs where they can experiment with their business ideas, get mentorship from recognized entrepreneurs, interact with investors, government as well non-government agencies and create own organization/enterprise.

Launched in 2021, it is aimed at creating startups focusing on the core-built environment with a subset of design, architecture, technology and sustainability. Aarambh aims to facilitate the conversion of research activity into entrepreneurial ventures and thus is actively collaborating with Government, Industry and Academia.

In addition to Anant National University, Aarambh is also supported by the Student Startup and Innovation Policy (SSIP), the Government of Gujarat and IIT Kanpur.

3. About the event

Aarambh Incubation Centre, Anant National University, in collaboration with **FICCI FLO**, successfully conducted an insightful session on **‘Demystifying Investment in Startups’** at **Gujarat Venture Finance Limited (GVFL), Ahmedabad**. The session was attended by **startup founders and innovators from Anant National University**, aiming to strengthen their understanding of the investment ecosystem and funding readiness.

The session brought together prominent leaders from the startup and investment ecosystem. The distinguished dignitaries included **Mr. Mihir Joshi**, Managing Director, GVFL Limited; **Ms. Madhu Banthia**, Chairperson, FICCI FLO Ahmedabad; **Ms. Piyalee Chattopadhyay**, Head, Startup Committee, Ahmedabad; and **Dr. Dhara Thakore**, Assistant Professor and Head of Aarambh Incubation Centre.

The discussion focused on **structured investment opportunities for startups**, offering clarity on how funding ecosystems operate and how early-stage ventures can strategically position themselves for growth. A key highlight of the session was the emphasis on the **importance of**

storytelling in startup pitching, where founders were guided on how to effectively communicate their vision, value proposition, and impact.

Additionally, the speakers shared valuable insights into **what investors look for in founders and ideas**, including aspects such as scalability, market fit, innovation, team strength, and execution capability. The session provided a comprehensive overview of the investor mindset, enabling participants to better align their ventures with industry expectations.

The interactive nature of the session encouraged meaningful dialogue, allowing participants to engage directly with experts, ask questions, and gain practical insights. This initiative reflects Aarambh Incubation Centre's commitment to **empowering startups with knowledge, mentorship, and industry connections**.

4. Objectives

- To demystify the startup investment and funding landscape
- To educate founders on investor expectations and evaluation criteria
- To enhance pitching and storytelling skills among startups
- To strengthen collaboration between academia, industry, and investor networks

5. Benefits in terms of learning/Skills/knowledge obtained

- Improved understanding of investment structures and funding stages
- Enhanced pitching, storytelling, and communication skills
- Insights into investor perspectives and decision-making processes
- Exposure to real-world startup funding challenges and opportunities
- Networking with investors, ecosystem leaders, and fellow founders

6. Detail of the event

The session provided a deep dive into the **startup investment lifecycle**, covering funding sources, evaluation frameworks, and strategies for securing investment. Experts shared real-world experiences and case-based insights, making the session highly practical and engaging.

Participants gained clarity on building investor-ready startups, refining their business models, and effectively presenting their ideas. The session also fostered collaboration and encouraged startups to leverage institutional and industry support for scaling their ventures.

Event Details

Topic: Anant's Aarambh Incubation Centre, in Collaboration with FICCI FLO, Conducted a Session on 'Demystifying Investment in Startups'

Date: 1st September 2025

Modality: Offline (In-person)

Number of Attendees from Anant: 15 (Approx.)

Actual Duration of the Event: 2:00 - 5:00 PM

Event coordinated by:

Dr Dhara Thakore, Head of The Aarambh- Incubation Centre

Mr Yash Pandya, Director, Projects, Grants and Funds for Aarambh – Incubation Centre.

Ms Dhaval Darjee - Incubation Manager for Aarambh – Incubation Centre.

Post Link - <https://www.instagram.com/p/DOERfEgkwcC/>

6. Photos taken during students :

