



सत्यमेव जयते  
Education Department  
Government of Gujarat

*i*-Hub

(A Government of Gujarat Initiative)

SSIP

# Startup Sathi

Mentorship Matters



# About Student Startup and Innovation Policy (SSIP)



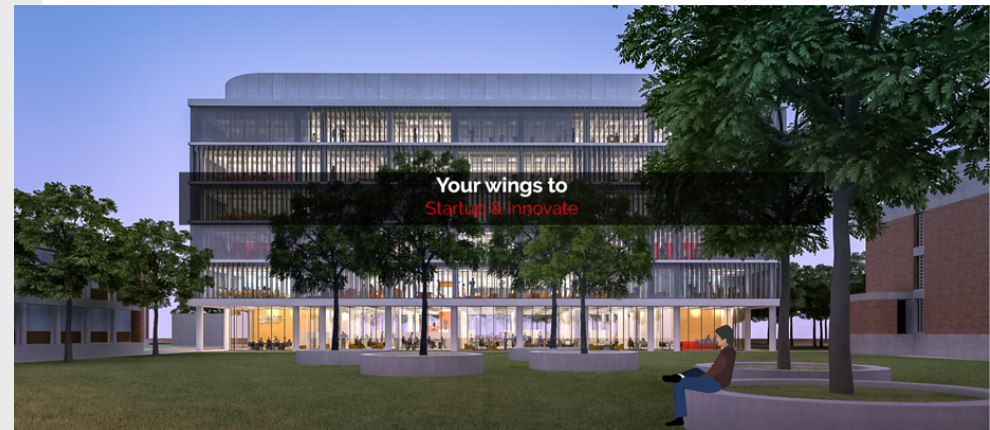
The Student Startup & Innovation Policy (SSIP) is a first-of-its-kind policy in the country to create the much-needed Innovation and Preincubation Ecosystem Support for Students across the state, adding to the startup ecosystem of Gujarat and creating a strong innovation-driven culture in the state's higher education spectrum.

# About Gujarat Student Startup and Innovation Hub (I-Hub)

Gujarat Student Startup and Innovation Hub (i-Hub), registered under Section 8 of the companies Act 2013, is envisioned to be a nexus for all Startup stakeholders to develop an end-to-end innovation and entrepreneurial ecosystem in the State of Gujarat by creating pathways from "Mind-to Market".

Uniquely designed, i-Hub is an amalgamation of modernistic cutting-edge infrastructure, agile, flexible and collaborative co-working spaces to spark real interaction and flow of ideas, focused mentoring, networking, customer connect, investment opportunities, support mechanisms and futuristic labs, all under one roof.

The one-of-its-kind incubator will be a destination to nurture job creators who in turn shall revitalize neighborhood communities, inspire and pave the way for more success stories and eventually spur the economic growth in the country.



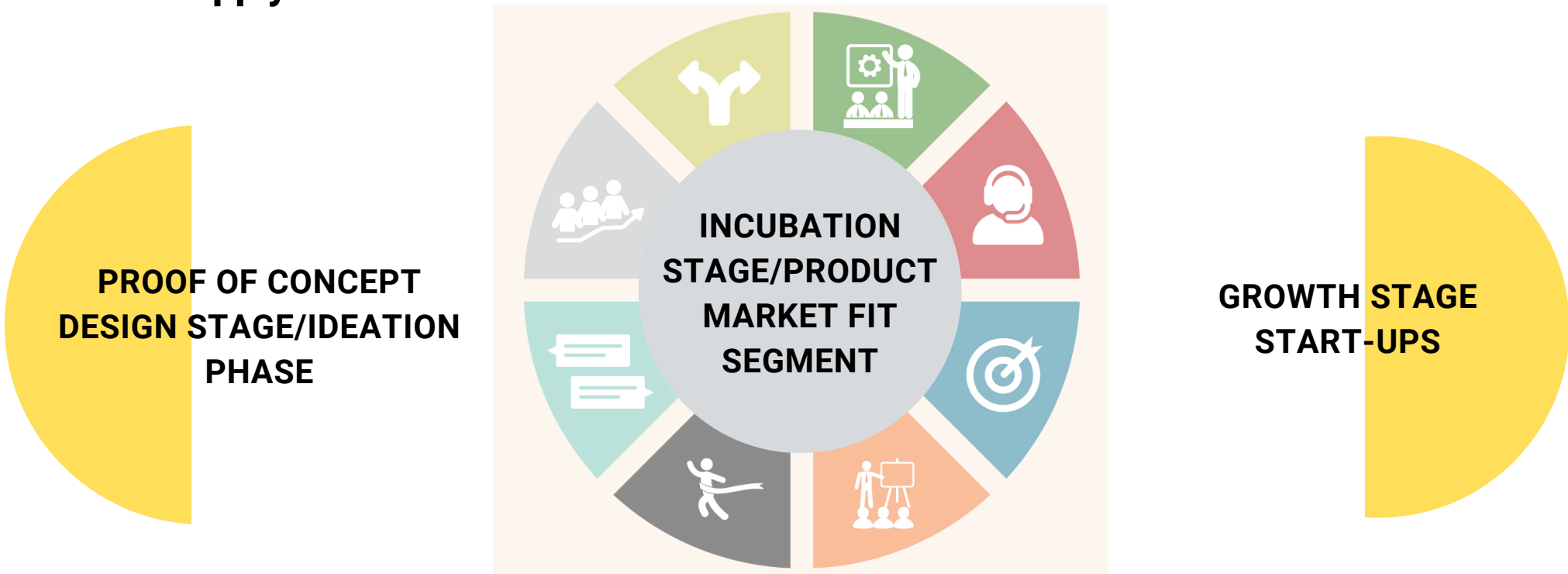
## Goal of the Program

- To engage and leverage best mentors across domains and region to help the start-ups through I-Hub
- To sustain organic growth of the network of mentors and startups

## Benefits to Startups and Innovators

- Connect with experts with practical industry and entrepreneurial experience
- Goal Clarity
- Constructive Feedback
- Tailor-made sessions to suit mentee's requirements

## Who Can Apply?



**START-UP  
SATHI  
ADVISOR**

HAS A DEPTH OF  
KNOWLEDGE,  
EXPERIENCE, AND  
CONNECTIONS.

# Mentor Categories

**START-UP  
SATHI  
EXPERT**

EXPERT MENTORS CAN  
HELP THE START-  
UP/INNOVATOR SOLVE A  
VERY SPECIFIC PROBLEM  
IT IS FACING.

**START-UP  
SATHI  
PEER MENTOR**

PEER MENTOR IS  
SOMEONE WHO HAS BEEN  
IN MENTEE'S SHOES QUITE  
RECENTLY.

**One to One Mentoring**



**Group Mentoring**



**Mentorship Pedagogy**



**Peer Mentoring**



**Distance or E-mentoring**

## Role of Mentors

- Advice to start-up on Value Proposition Design, Product design and allied needs.
- Advice on start-up related strategic and operational issues.
- Access to contacts for sales, recruitment, tie-ups and PR.
- Access to funds (debt or equity) through self or through contacts to angel network, lending agencies, and Venture Capitalists.
- Access to infrastructure - Hard infrastructure (office space, IT requirements) & Soft infrastructure (legal services, accounts/payroll, IP, research).



## Expectations

- Be confidential regarding all proprietary information shared by the Mentee
- Fulfil commitment in terms of time and other resources
- The mentor would leverage his/her network to support the start-up
- Timely response to queries and requests from SSIP/I Hub and mentees

## Benefits to Mentors

- Give back to society
- Chance to apply domain expertise in a different context from the mentor's own day to day routine
- Official recognition as mentor/Start-up Sathi from I-Hub/SSIP



## ASSOCIATE AS A MENTOR

Register at: <http://ssipgujarat.in/sathimentorreg.php>

## GET IN TOUCH

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 I-Hub. Knowledge Consortium of Gujarat  
Pragna Puram Campus, Opposite PRL,  
Between Govt. Girls Polytechnic and L.D  
College of Engineering, Navrangpura,  
Ahmedabad, Gujarat 380015

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