



2018

# VIBRANT GUJARAT STARTUP AND TECHNOLOGY SUMMIT

PREPARED BY

**NETSAVVIES MEDIA CO.**

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[www.netsavvies.com](http://www.netsavvies.com)

# INTRODUCTION

Vibrant Gujarat Startup and Technology Summit is the pre event of Vibrant Gujarat Summit. It's a three day event for startups and aspiring entrepreneurs. The event presents a gathering of delegates, investors and speakers that aspire every budding startup.

The event majorly constituted of two important happenings which were inclined in line with the main objectives of boosting the startup ecosystem and supporting them to prosper. The Grand Challenge at The Vibrant Gujarat Startup and Technology Summit has been the highlight of the event. A grand prize of INR 3 crore had been organised for the grand challenge winners. The registrations for the Grand challenge - A competition for the budding startups and competing under three stages, commenced 2 months prior to the event which was a perfect opportunity to boost and scale ideas/products/ startup with the prizes offered under three competing stages and prize of Rs. 3 crores was awarded for the challenge. The grand challenge was aimed at targeting and discovering solutions addressing the issues under the 8 themes being covered under the Vibrant Gujarat Startup and Technology Summit. In order to offer support in the terms of learning, several exhibitors and investors were present at the event to preach to the excelling startups. Workshops relating to venture capital, opportunities for startups, military and maritime intelligence, artificial intelligence and such relatable themes were organised at the Summit.



# PROBLEM STATEMENT

- One of the issues faced was encouraging participation for the grand challenge. The challenge aimed at benefiting not only to the established startups but also to the ones who have an idea with a potential of budding into a blooming venture.
- There was a possibility that the event's online marketing could target only a niche segment of people because the main target had been the startups, investors, participants and the distinguished guests but the event put out ample of opportunities for various segments of people, undoubtedly. The general tendency would be to consider this as a formal event. Therefore, increasing visitors was another issue.

# BRIEF

- Position Vibrant Gujarat Startup and Technology Summit as a landmark event, which promotes startups.
- Showcase Gujarat's unique position as a significant entrepreneurial ecosystem.
- Drive awareness about Gujarat Government's support policies for the startups.



# CHALLENGES

This year, as it was just the second edition of Vibrant Gujarat Startup and Technology Summit, establishing the event as 'Grand' was a difficult task. A number of startups exist who are unaware regarding the policies and help being provided to them by the Government. Hence, an event dedicated solely to generate support for the startups and honour them is a difficult thing to imbibe into people. So, it was important to drive awareness about the grand challenge by running online ads, creating postings that are relevant to campaign which appeals to target audience.

# EXECUTION

As highlighted in the problem statement, participation in the grand challenge and attracting visitors to the event were the main key areas to focus on. Therefore, the pre-event marketing held great emphasis on social media postings and Ads for the grand challenge and event participation.

The platforms Facebook and Instagram were leveraged to target Ads for the two purposes. Such Ads were put out on the platforms:

## FACEBOOK GRAND CHALLENGE ADS

**Vibrant Gujarat Startup And Technology Summit**  
23 July 2018 · 🌐

For the entrepreneurs with determination and endless spirit to excel, The Vibrant Gujarat Startup and Technology Summit presents to you a never heard before opportunity -The Grand Challenge with the ultimate prize money of 3 crores.  
<http://vgstartup.com/grandchallenge>

**Vibrant Gujarat Startup And Technology Summit**  
18 August 2018 · 🌐

Give a revolutionary boost to your startup with cash prizes upto INR 30 Lakhs.  
Don't forget to register before 26th August.

Grand Challenge  
**SCALE UP STAGE**  
WIN CASH PRIZES UPTO  
**₹ 30L**

VGSTARTUP.COM  
**Grand Challenge**  
Vibrant Gujarat Startup Summit 2018

Apply Now

👍❤️😄 527      1 Comment 35 shares 59K views

# FACEBOOK GRAND CHALLENGE ADS

 **Vibrant Gujarat Startup And Technology Summit**  
18 August 2018 · 🌐

Take your product prototype to the next level and let your budding startups flourish with cash prizes upto INR 3 lakhs.  
Register before 26th August.



VGSTARTUP.COM  
**Grand Challenge**  
Vibrant Gujarat Startup Summit 2018

[Apply Now](#)

 **Vibrant Gujarat Startup And Technology Summit**  
21 August 2018 · 🌐

If you possess an excellent idea that is based on reality, The idea stage offers you the right chance with cash prizes of INR 10,000.  
Register before 26th August.



VGSTARTUP.COM  
**Grand Challenge**  
Vibrant Gujarat Startup Summit 2018

[Apply Now](#)

# INSTAGRAM ADS

 **vgstartup** ⋮

Biggest opportunity to boost your startup

**GRAND CHALLENGE  
PRICE OF  
₹3 CR**

[Apply Now](#) >

The image shows a group of people sitting at a table with laptops, working in a modern office environment. The text is overlaid on the right side of the image.



2,726 likes

**vgstartup** The Grand Challenge brings a revolutionary opportunity to boost your escalating startup with ultimate prize of INR 3 Crores.

[View All 14 Comments](#)

There were two key reasons for choosing Facebook and Instagram for paid promotion to reach out to the target audience:

- Out of the overall time the target audience spent online, majority time was consumed by Facebook and Instagram.
- Facebook and Instagram enable us to track the visitor traffic leading to better niche oriented retargeting.

All the posts were designed in a way that lead to diverting the audience traffic to the main website from where the audience could register for the grand challenge the event. This step was helpful to cater to the need of increasing participation at the event.

The pre-event marketing was designed to target the potential audience to the event. Hence the strategies adopted were to create relatable and needful content for the audience. Live podcasts on concerned topics were organised and used for pre-event marketing.

 **Vibrant Gujarat Startup And Technology Summit**  
8 September 2018 · 🌐

#VGStartUp Show - Powered by eChai and icreate.  
Theme: Investors' Perspective  
Speakers: Munir Thakor (Ahmedabad Angel Network), Jatin Chaudhary (eChai) and Yash Shah (Gridle).  
Join us for the Vibrant Gujarat Startup & Technology Summit 2018 on 11th-13th Oct 2018 in Gandhinagar.  
Register at [www.vgstartup.com](http://www.vgstartup.com)



👍❤️👹 141

7 Comments 12 shares 8.3K views

...  **Vibrant Gujarat Startup And Technology Summit** was live. ...  
10 September 2018 · 🌐

#VGStartUp Show - Powered by eChai and icreate.  
Today's Topic : Candid Conversations with Founders and Incubator Leads  
Speakers: Jatin Chaudhary (eChai), Tejashree Shah (icreate), HariPriya Bhagat (IndiaBizForSale.com), Abhinav Chokhavatia (Zatun Games), Rishabh Agnihotri (POIS) and SwArup Pandya (CIIE).  
Join us for the Vibrant Gujarat Startup & Technology Summit 2018 on 11th-13th Oct 2018 in Gandhinagar.  
Register at [vgstartup.com](http://vgstartup.com)



👍❤️👹 83

27 Comments 15 shares 2.7K views



## Vibrant Gujarat Startup And Technology Summit



1 September 2018 · 🌐

A detailed insight into the schedule and happenings of the most enabling event for budding Entrepreneurs and Startups- The Vibrant Gujarat Startup And Technology Summit.

Federation of Indian Chambers of Commerce & Industry (FICCI)  
International Centre for Entrepreneurship and Technology - icreate  
Entrepreneurship Development Institute of India, Ahmedabad GESIA ORG  
Vibrant Gujarat Atal Innovation Mission Centre for Innovation Incubation and Entrepreneurship, IIM Ahmedabad IIC GTU VentureStudio NxG Ventures



INC42.COM

**Vibrant Gujarat Startup And Technology Summit  
Will be Held In October 2018**

[Learn More](#)

The social media platforms dedicated for the event were kept updated constantly with timely posts. These kind of updates from the first day of the event could also lead to targeting and attracting more potential visitors for the 2nd and 3rd day.

# EVENT COVERAGE

**Vibrant Gujarat Startup And Technology Summit** 12 October 2018

Emerging ventures and innovative technical enterprises interacting and networking with the audience while the full fledged exhibition in Hall 1 at The Vibrant Gujarat Startup and Technology Summit goes on. #VGStartup



56

3 shares

**Vibrant Gujarat Startup And Technology Summit** 12 October 2018

The hard work and dedication of all the winners has been paid off as they are being recognised & honoured with the prizes and awards at The Vibrant Gujarat Startup and Technology Summit, 2018. #VGStartup



53

7 shares

**Vibrant Gujarat Startup And Technology Summit** 11 October 2018

Sri Vijay Rupani, Hon'ble CMO Gujarat at the Vibrant Gujarat Startup and Technology Summit, 2018. #VGStartup



36

5 shares

Along with online marketing on Facebook and Instagram, postings on twitter were also updated. Twitter can be targeted to the audience who just scroll through their feeds and receive crisp information.

## RESULTS

**2M**

Reached over 2 Million people during the campaigns

**70K**

More than 70K people have engaged with the social handles of the VG Startup and Technology Summit 2018.

**200K**

More than 2,00,000 times people have seen the posts of the event on Twitter

**125%**

Facebook page followers of VG Startup and Technology Summit increased by 125%

**95K**

Around 95,000 times people have watched videos of the event on social handles.

**1.2K**

More than 1,200 startups have registered for the Grand Challenge.

**#**

#VGStartUp was trending on Twitter during the event.

# CONTACT US

[www.netsavvies.com](http://www.netsavvies.com)

[contact@netsavvies.com](mailto:contact@netsavvies.com)



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