

Date of the event	5 th & 6 th February, 2026	Duration	9:00 am – 5:00 pm
Day of the event	Thursday & Friday	Venue	3 rd Floor Seminar Hall
Number of Participants			183

SPPU Start-up Boot Camp – Day 1 & Day 2



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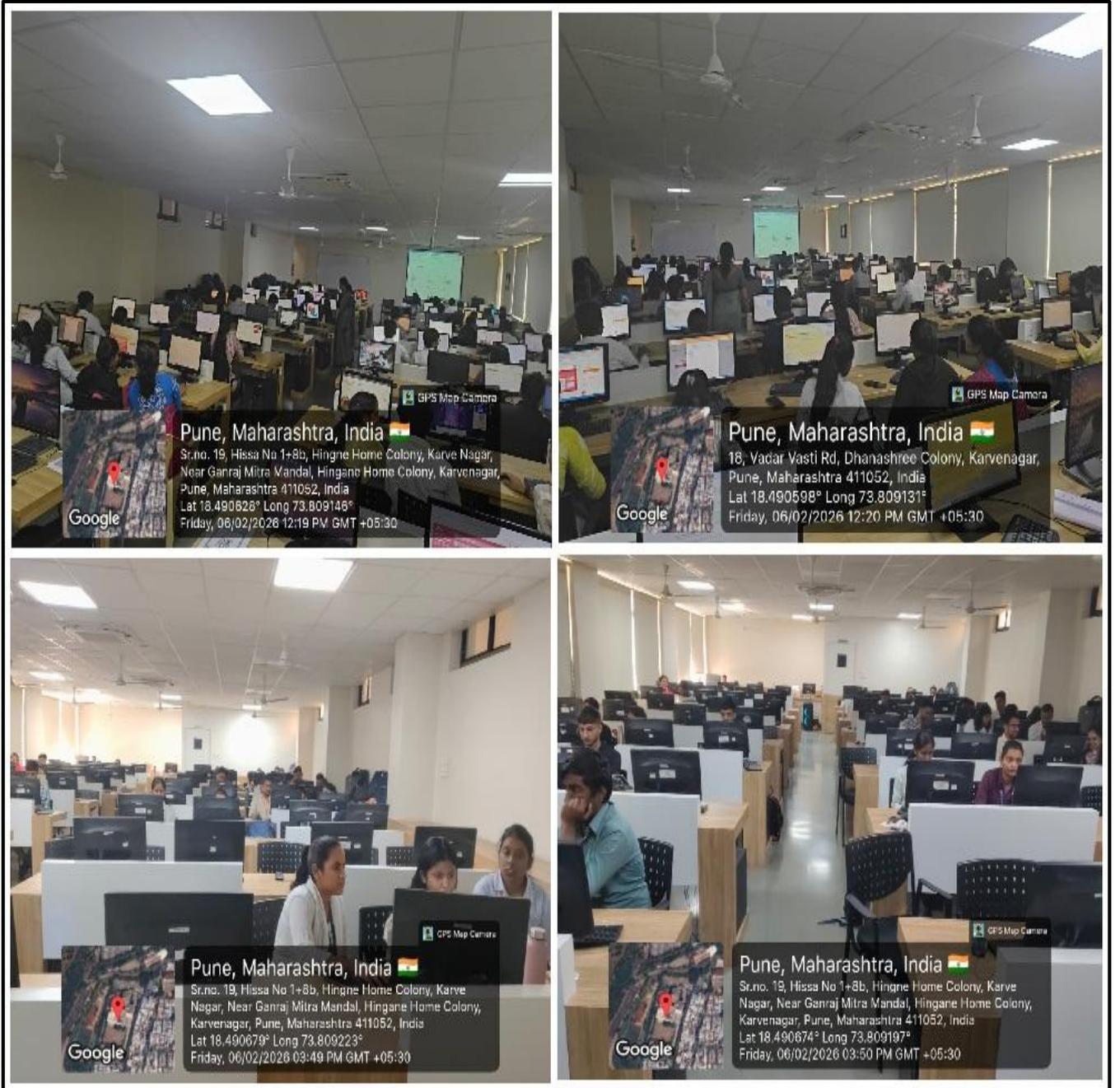




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Event Report

The **SPPU Startup Boot Camp** was organized by the Savitribai Phule Pune University (SPPU) Centre of Innovation, Incubation & Enterprise and Wadhvani Foundation in association with Marathwada Mitra Mandal's Institute of Management Education Research and Training (MM's IMERT), Pune. The two-day program was conducted on 5th and 6th February 2026 at MM's IMERT under the guidance of Director Dr. Shubhangee Ramaswamy.

The Boot Camp commenced with an inaugural session at the IMERT Seminar Hall in the presence of Prin. B. G. Jadhav, Executive President, Marathwada Mitra Mandal; Dr. Devidas Golhar, Director – Innovation, Incubation & Linkages, SPPU; Mr. Naved Ahmed, Senior Manager and Regional Head (South), Wadhvani Foundation; along with resource persons Dr. Nutan Samdani and Mrs. Sharada Palav.

Day 1 focused on developing an entrepreneurial mindset, problem identification, and design thinking as the foundation of startup creation. Students were introduced to essential entrepreneurial traits such as curiosity, persistence, imagination, and opportunity recognition. Through interactive discussions and real-life examples, participants were encouraged to view everyday problems as potential business opportunities. The concept of identifying root causes using "why" questioning techniques was emphasized. Design thinking was explained as a human-centered approach involving empathize, define, ideate, prototype, and test stages. An engaging "Passion CV creatio" activity enabled students to reflect on their interests, strengths, and aspirations to align them with viable startup ideas.

Day 2 concentrated on customer identification, need validation, market segmentation, and financial planning. Participants learned about various business models including B2C, B2B, and B2G, and understood the distinction between buyers and customers. Market segmentation was discussed using demographic, geographic, psychographic, and behavioral criteria. Concepts such as TAM, SAM, and SOM were introduced to assess market potential realistically. The financial aspects of startups were thoroughly covered, including revenue estimation, profit calculation, cost structures (direct, operating, CapEx, marketing, product development, and customer acquisition), and basic financial elements such as net income, interest, taxes, and depreciation.

Overall, the two-day Boot Camp provided comprehensive exposure to entrepreneurial thinking, market validation, and financial feasibility. The program concluded with an interactive feedback session, successfully strengthening participants' confidence and readiness to pursue innovative startup ideas.

 CA Sanu Purandare Assistant Professor	 Dr. Mangalgori Patil Event Coordinator	 Dr. Shubhangee Ramaswamy Director
Prepared by	Reviewed by	Approved by