

SUCCESS STORIES FROM OUR PROJECTS OF **2017-18**

Bikes Clinic

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- Bikes Clinic is a service based startup, which originated from a problem faced by almost all the two-wheeler users around the city.
- These days the sales of two-wheelers is increasing. Service comes next to the sales. All the two-wheelers moving on the roads of our country needs service regularly at an interval of approximately 70 days. Due to the busy work schedule people do not have ample time to get their vehicles serviced,

also all the service stations close their doors at around 5 p.m. People also face quality and originality issues in case of service and parts respectively. In short we are trying to solve a real time problem that every individual must be facing for servicing their vehicles.

- We at BIKES CLINIC provide comprehensive services to all the two-wheeler owners for their vehicles. What we do is that we pickup the vehicle from the customer's doorstep after discussing every issue faced in the vehicle by the customer. We take it to the nearest Bikes Clinic authorised Service Centre to get it serviced as per the customer's requests. As soon as it is serviced we deliver it back to the customer's doorstep. The customer could track the whole process. We provide the proofs of originality of the parts used. In short we serve as a medium between the customers and the service centres, offering convenience to the customers and business to our authorised service centres in different areas of the city.
- According to the market survey done after the ideation stage, the customers could readily pay the amount that they were paying at the other service stations for our service. Some of the customers were also ready to pay some more amount if they could get the convenience (about 36%).
- After the market survey, we conducted another survey for the willingness of the service stations of few areas to work with us in this model. After the survey we collaborated with 2 service stations in the areas of Paldi and Vasna initially. For gaining customers we started sending WhatsApp messages to all the friends and family circles of all the team members. We bought some parts like air filter, oil filters, oils, etc in lower quantities for regular vehicles like activa / access. We started getting customers from the mentioned areas. Initially we were able to get around 2 services per day. We started negotiations with service stations in the areas of Ellisbridge, Navrangpura & Ambawadi. The areas which were close to each other were selected so that we could operate easily within the areas.
- Our collaborations with the service stations increased to 8. After this the customer count per day was approximately 4 per day just by the means of WhatsApp messages. Customers face issues with the parts that are to be replaced in the vehicle. Customers could never know whether the part replaced by the service station is genuine or not. For this issue, the parts to be replaced are provided by us and to build trust factor among the customers we send proofs of the replaced parts in the form of pictures.
- After all these negotiations and collaborations we started gaining customers from all the 5 areas day by day. We started asking our customers to refer us to their friends and family. This informal referral technique helped us a lot. We managed to gain customers inspite of the trust issues from the side of the customers. We also managed to retain the customers in a short period of 70 days after single service. We started facing problems as the days passed, one of them was the trust issues. The another problem was that we started losing our resources because of our policy to provide the replacement parts.
- The service stations working with us had to take a profit cut on every vehicle service on the replacement of parts or lubricants. We started losing the collaborations with our service stations. This led us to pause our operations. For the problem mentioned we found out a solution of introducing a labour charge on the replacement of every part which would be transferred to the service station. All the authorised service station around the city charges the labour charge, so it would not be a increase in the rates. Still the initial service charge for the vehicles remain the same.
- Currently, we are trying to fix this problem with the labour charges and also we are trying to get more collaborations in different areas.



GLASS CONCRETE



ABOUT THE TEAM

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Brief Description about Startup

Our startup is based on 3 E's which are **Economical, Eco-Friendly and Enhanced properties**. By replacing cement in certain proportions, the CO₂ emission is reduced and if done at a large scale, cement industries can reduce their carbon footprints. We are using powdered waste glass which is obtained from non-recyclable glass pieces. This way the landfills in which the waste glass is dumped can be reused for something productive and the consumed space can be used as well. The properties which are obtained by adding glass powder are enhanced and also the rates are reduced than the conventional concrete.



Entrepreneurial Journey

This idea came to our mind during their 6th Semester and we represented our project in L.J. Innovation Village 2018. From that point, we never looked back. We represented the project in several institutions such as Indian Institute of Technology (IIT, Gandhinagar) and Nirma University and many more. We were awarded the First prize in GTU Zonal Tech-Fest that was held at Govt. College of Engineering, Gandhinagar. We had also participated in MG Motors Innovation Challenge at Vadodara being the only Civil engineering background team among the 27 other teams and were the 3rd Runner-ups in competition.

After pitching our idea during the Start-up week in L J Group Of Institutes the team was selected for funding under the New Gen IEDC scheme of Rs. 2,00,000/-.

Since then the team has been indulged in further research and development of the idea. By utilizing the funds and after spending several hours in laboratories we had developed our product Paver Block which was made from Glass Concrete. For validation, we installed paver blocks in an area of 400 square feet near the Engineering building parking of L J campus. After getting successful results in all weather conditions the college gave us an order of paver blocks of about 25,000 square feet which is being installed in the parking behind the Law building.



1. Innovation



2. Product



3. Testing



4. Practicing



8. Implementation



7. Production



6. Sampling



7. Validation

❖ Photographs





Future Plans

Possible innovation in the future is using the Glass concrete for many other elements such as boundary walls, hollow bricks, Kerbings, Precast walls etc.

Sr. No.	Requirements	Cost
1	Raw Materials	Rs. 1,50,000
2	Tools and Plants	Rs. 50,000
3	Laboratories	Rs. 25,000
4	Mentorship	Rs. 25,000
5	Miscellaneous	Rs. 50,000
Grand Total		Rs. 3,00,000/-