

GTU INNOVATION COUNCIL

www.gtuinnovationcouncil.ac.in

Event Title: prototype to product development

Date: 16-06-2019 to 16-06-2018

Venue: gic ahmedabad center

About GTU Innovation Council:

Imagination is the base of innovation. So we at GIC nurture the soft skills and talent of the students to lead their imagination in a proper way. GIC has been designed to establish close bonding between industries, entrepreneur and students to make research and development at the University relevant to the needs of industries at national and international levels. It aims to involve the industries, along with the students and faculty members, in an innovation campaign, whereby GTU rejuvenates technology education and develops quality research at the University and helps create a culture of design, new and improved products and processes in our industry.

Goal:

GTU wants to become the best in class facilitator in terms of being an enabler for the Innovators and Entrepreneurs. GTU Innovation Council's first objective is to nurture creativity and innovation within the University community; it has been designed to act as a catalyst of change for the whole of the society. Along with Atal Innovation Mission(which helps ventures on the primary POC stage and understanding the technical aspects, and Startup Gujarat(or Startup India Mission) which supports the ideas to create a Startup or an Enterprising Model through proving support for Prototyping and Marketing . The SSIP policy is aimed at supporting 225 unique projects/ innovations at POC stage(Proof of Concept Stage) and 150 novel projects for the Patents support all across the State.

About SSIP at GTU:

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About the event:

The seminar/ session was a part of Regional Sectoral Innovation Sessions happening across the state, at multiple GTU-GIC regional centers. The agenda of the program was majorly focused on early-stage startups that are facing challenges in developing the right set of executional strategies for their quick growth; with the aim of enabling such startups to present their startup idea to all the broadcasters, financial partners and new platform representatives interested in their project for seeking investment or grants.

Highlights from the Session:

Bringing your vision for an original product to life is frequently one of the biggest hurdles for aspiring entrepreneurs. The product development process can seem almost mysterious, and when you hear the origin stories of other great businesses, the journey to a finished product rarely resembles a straight line. New product development is the process of bringing an original product idea to market. Although it differs by industry, it can essentially be broken down into five stages: ideation, research, planning, prototyping, sourcing, and costing. The goal of the prototyping phase during product development is to create a finished product to use as a sample for mass production. It's unlikely you will get to your finished product in a single attempt - prototyping usually involves experimenting with several versions of your product which was deeply explained in the event and how slowly eliminating options and making improvements will get you feel satisfied with a final sample.