

Report

Name of the Event : Idea to innovation

Date of event: 17th August, 18th August, 22nd August 2023

Duration: 3 days

Venue: Pharmacy Auditorium

Organizing body(s): ANTRAPRENEUR THE BUSINESS INCUBATOR

Type of the event: Seminar

No. of participants: 30

Company Name : SciKnowTech

Name of the Expert(s): Dr. Megha Saleel Bhatt

Designation: Founder of the SciKnowTech

Brief Details of the Expert(s) : MSc in Botany from Mumbai University PhD /Doctoral Degree from North Gujarat Universtiy and place of work was SAC, ISRO. Successfully accomplished DST (Dept. of Science & Technology) Project Women Scientist programme Have number of Publications & published a book entitled ‘Study on Terrestrial Nitrogen Cycle in India’. Association with various universities (including Nirma University, PDPU, Gujarat University etc) in environmental science and climate change as visiting faculty. Founder of an initiative ‘SciKnowTech’ on Scientific Experiential Learning for children from age group 7-14 Years. Have conducted number of workshops for teachers as well as students to spread science as a subject., exposing more than 35000 kids to novel tool of Experiential Learning for science as a subject. Now also working towards module of “SciKnowMath” to propagate Experiential Math learning for kids.

Brief Description of the event:

Day-1 Introduction to Startup- Idea to innovation

Innovation is the heart of any successful startup. It begins with a creative idea, evolves through market research and testing, and ultimately leads to a unique product or service that meets customer needs. This dynamic process fuels growth, sustainability, and competitive advantage in the ever-changing business world.

Day-2 Understanding Importance Of Design Thinking With Group Exercises.

Design thinking, when embraced through group exercises, fosters collaborative problem-solving, enhances empathy, and promotes user-centric solutions.

These exercises encourage diverse perspectives, inspire creative thinking, and empower teams to iteratively refine ideas into impactful innovations. In today's rapidly evolving landscape, design thinking is a crucial tool for driving customer satisfaction and staying ahead of the competition.

Day-3 An Idea About BMC And Pitching

The Business Model Canvas (BMC) is a strategic tool that simplifies complex business concepts into a visual framework, making it an ideal aid for pitching your idea succinctly and comprehensively. Through the BMC, you can articulate your value proposition, target market, revenue streams, and more, creating a compelling case for potential investors and collaborators. By using this canvas in your pitch, you demonstrate a clear, strategic approach to your business concept and its potential for success.

Photograph(s)

