

**Ref:** ICSII-SSIP04/MAR25/03

**Date:** March 22, 2025

## Event Report

**Event:** From Idea to Innovation: Startup Initiatives by ICSII SSIP

**Type:** Seminar

**Time:** 3:00 PM – 5:01 PM

**Venue:** LH35, Indus University

**Speaker:**

Dr. Daisy Kurien, Associate Professor, IIMS, Indus University

**Total Participants:** 55

### Overview

The seminar “**From Idea to Innovation: Startup Initiatives by ICSII SSIP**” highlighted the structured pathways and support mechanisms offered by **ICSII under SSIP** to transform ideas into viable innovations. Led by **Dr. Daisy Kurien**, the session focused on bridging ideation with execution through mentoring, validation, and market readiness.

### Key Highlights

- **ICSII-SSIP Startup Journey**
  - Stages from ideation, validation, PoC, to incubation and scale
  - Roles of mentoring, funding support, and institutional facilitation
- **Innovation-to-Market Framework**
  - Customer discovery, value proposition design, and MVP alignment
  - Importance of branding and go-to-market planning
- **Resource Utilization**
  - Leveraging SSIP grants, incubation infrastructure, and expert networks
  - Case references of student startups progressing through ICSII
- **Practical Insights**
  - Common pitfalls and success factors in early-stage innovation
  - Aligning academic innovation with real market needs

### Outcomes

- Participants gained clarity on **how to navigate ICSII-SSIP initiatives** effectively

- Improved understanding of converting ideas into **market-ready innovations**
- Increased interest in enrolling ideas for validation and incubation support

## Conclusion

The seminar effectively showcased how structured initiatives under **ICSII SSIP** enable students and early founders to progress from ideas to impactful innovations. The session encouraged participants to adopt a disciplined, market-oriented approach supported by institutional mentorship and resources.

**Organized by:** ICSII, Indus University

**Duration:** 2 Hours 1 Minute

**Mode:** Offline Seminar

