

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

