Dr. S. & S. S. Ghandhy Government Engineering College, Surat

SSIP Cell & DIC spoke

Webinar on "Strategy for generation and managing innovations in Start-up" program
by
Mr.Dipan Sahu
Assistant Innovation Director, Ministry of Education innovation cell and AICTE, Govt . Of India.

Date:17/09/2022 Time: 11.00 am onwards	Total Participants: 240 190 Students and 50 Faculty members
Online platform & Link :Microsoft Teams The link for joining the webinar on Microsoft Team is: https://bit.ly/SSIP_DIC_170922	

As a part of SSIP activity, online webinar on **"Strategy for generation and managing innovations in Start-up " program** was jointly organized by Dr. S. & S. S. Ghandhy Government Engineering College,Surat and Office of the Ministry of Education innovation cell and AICTE of Govt. of India under Student Start up& Innovation policy (SSIP) on 17/09/2022, 11.00 Am onwards.

The session started with welcome of the speaker of the day Mr.Dipen Sahu, Assistant Innovation Director, Ministry of Education Innovation cell and AICTE, Govt . Of India. SSIP Co-ordinator Prof.B.J.Panchal addressed the gathering and also welcomed the eminent speaker of the day. Prof.Darshan Mehta gave a brief introduction of the eminent speaker of the day. Then the session was handed over to Mr. Dipan Sahu for his presentation.

He started the session with a very interesting and important aspect, timeline which clearly showed the phases of Innovation to the maturity of the start-up. The importance of each phase

was beautifully explained by him. He explained the process of Ideation and how to estimate the value of the potential opportunities. The study of customer need and level of satisfaction is to be evaluated in this phase and he made it interesting with an equation. He justified that design process is a non linear process.

In the design process he explained the concept of three different models (1) problem solution fit (2) product market fit (3) Business model fit. The goal of the design process is to fit across all three models. Combination of all the three fit is value proposition fit which he made very clear through his presentation.
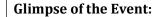
He very effectively presented a Business Model Canvas (BMC). His presentation was very effective and interesting; also he made the presentation very interactive. The innovation matrix and innovation frame work was deeply explained.

He explained that out of four quadrants of innovation matrix which a start-up innovator wants to work is important for his goal setting. The business model he explained was divided in 10 components where each component is to be validated for a successful business. He explained Clayton Christensen's concept of innovator's dilemma which will help the new innovators to pass the early stage smoothly. He also explained the Portfolio Management by 70-20-10 rules by Eric Schmidt former CEO of Google. The innovation management can be done by three major process (1) pull-based (2) push-based and (3) Agile and lean based process.
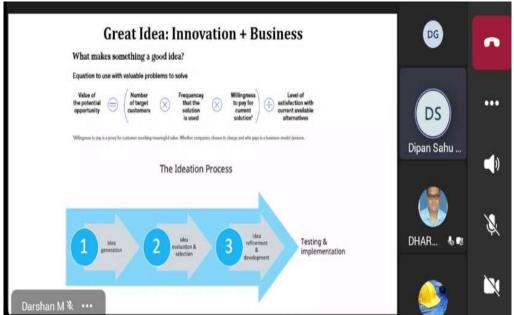
Finally explained the importance of continuous improvement in start-up and he quoted ***"Continuous improvement is for everyone and should be applied at each stages "***.He concluded with the tools for continuous improvement and he shared the world wide accepted formats of these tools. We thank him as at the end he shares his contact details to the audience.

The session concluded with question answer round. Prof .B.J.Panchal delivered vote of thanks to our eminent speaker. We are so grateful for Mr.Dipan Sahu for sharing his knowledge and sparing his valuable time for our students. Around 200 participants were present and took the benefit of this very insightful webinar.

We are great full to our respected Principal Dr.Sanjay Joshi for providing support for such insightful event.

Glimpse of the Event:

DESIGN THINKING: A NON-LINEAR PROCESS

Empathy Mapping

Said | Did
Thought | Felt

Analysis is about breaking down complex concepts and problems into smaller, easier-to-understand constituents.

Synthesis, on the other hand, involves creatively piecing the puzzle together to form whole ideas.

Learn about users through testing

Empathise to help define the problem

Meaningful & Actionable Problem Statement

Tests create new ideas for the project

How Might We / Why-How Ladder

Empathise → Define → Ideate → Prototype → Test

Collating data from the observation stage

Learn from prototypes to spark new ideas

Tests reveal insights that

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← Others invited (231)

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Types of innovation: Innovation Matrix

- Incremental innovation
- Radical innovation
- Disruptive innovation
- Sustaining innovation

Market
(Disruptive vs. Sustaining)

Product
(Incremental vs. Radical)

25% Enterprises & Startups
Ex: E-Commerce
Radically Sustaining
A significant improvement on a product in an old market

1-2 % Enterprises
Space Ind
Radically D
Sales argum fundamentally through innovati

Incrementally Sustaining
Constant steady progress that happens

Increme Disrup
Many incre improveme

Agile & Lean Startup

- **Rapidly test and validate the assumptions:** The Lean startup is a methodology for developing products and businesses that focuses on moving quickly and testing assumptions in real life to minimize the risk of building something that doesn't work or doesn't match the requirement of the market.
- A **pull-oriented** designed specifically **to address market risk** more than technology risk.
- Well suited for **Startups** - organizations operating in an unpredictable, complex or rapidly changing environment

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