

Workshop on Customer Discovery and Value Proposition Design for Tech Innovations

- Organized by Social Innovations and TechEx.in @ Venture Center -

Gains	<ul style="list-style-type: none"> • Understand market opportunity navigation with a focus on a developed technology or early prototype of an inventive idea. • Learn customer discovery focusing on innovative ideas or commercializing technology from research via the startup mode or to take an early product to gain traction via hands-on exercises on how to design customer friendly products and services. • Design value proposition via articulation of an ideal customer profile and market space analysis to size the market opportunity through hands-on assignments
Workshop Coordinator	Sundara Nagarajan, Founder, Innovation Scaleup Advisors Pvt Ltd
Organized by	<ul style="list-style-type: none"> • SPARSH Center @ Social Innovations, Venture Center • TechEx.in @ Venture Center
Supported by	<ul style="list-style-type: none"> • Biotechnology Industry Research and Assistance Council (BIRAC) • National BioPharma Mission • Venture Center
For whom	<ul style="list-style-type: none"> • Innovation Managers in corporate and academic R&D Labs • Research Managers at University and R&D Labs • Early stage inventive enterprises and Deep Tech startups
When	Tue-Wed 21-22 November 2023 9.30 AM to 5.30 PM
Where	Lecture Theatre, 900 NIP at Venture Center, Pune
Contact	Technical queries: Niruta Killedar niruta.killedar@venturecenter.co.in 8956226080 Registration queries: Vineet Joshi vineet.joshi@venturecenter.co.in 9156465141
Registration	Registration fees (Registration is mandatory) – Rs. 20000/- Registration Link https://rebrand.ly/SN_workshop <ul style="list-style-type: none"> • Registration Process: <ul style="list-style-type: none"> ○ Step 1: Interested participants need to fill in registration form at the ○ Register here: ○ Step 2: Payment details will be shared via email to candidates who successfully complete the screening process. Attendance only on confirmation of payment of registration fees

100% waiver of registration fee for Venture Center's current Social Innovation Immersion Program Fellows, current NIDHI-EIR fellows, NCL-TEC members

70% discount on registration fee for Current incubatees of Venture Center with valid Venture Center Id cards

50% discount on registration fee for Academics / R&D labs / Startups with DPIIT registration / Non-Profit Incubators.

30% discount on registration fee for team members from Strategic Partners of TechEx.in, Venture center

30% discount on registration fee for team members from BIRAC Bionests & SPARSH Partners

NOTE:

- More details at: <https://www.venturecenter.co.in/socialinnovations/events/>
- **REGISTRATIONS AND FINAL PAYMENT DEADLINE Registration closes once 20 seats are full or on 18 Nov 2023 (whichever comes sooner)**
- **Fees paid is not refundable and non transferable under any circumstances**
- The organizers reserve the right to accept or refuse or delay registrations so as to optimize the composition of the group and hence maximize learning for all participants

Introduction

This workshop on, “Customer Discovery and Value Proposition Design for Tech Innovations” is designed for early stage inventive enterprises and deep tech startups as well as for Innovation Managers from academic and R & D organizations seeking technology transfer (commercialization) of their inventive ideas. Workshop will include 4 modules:

- Market Opportunity Navigation
- Customer Discovery
- Value Proposition Design
- Business Model Development

Market opportunity navigation will focus on a developed technology or early prototype of an inventive idea. The customer discovery module focuses on innovative ideas or commercializing technology from research via the startup mode. This module also focuses on those who have made progress building an early product but struggle to gain traction and will guide them via hands-on exercises on how to design products and services that the customers love. Value proposition design will focus on creating the articulation of value proposition, an ideal customer profile, and market space analysis to size the market opportunity. Via the business model development module participant will understand hands-on how to create an early business model design for the startup.

All modules are hands-on and will be conducted in-person via active participation of the attendees.

Terms and Conditions for Participants

- **Participants shall arrange their own devices (preferably Laptop/ Tablet) to work on the workshop assignments.**
- **Participants to arrange for their travel and accommodation**
- Attendance is mandatory for all sessions once registration is confirmed.
- No sessions will be repeated if a participant is unable to attend due to any reasons.

Workshop Includes

- Free membership in mailing list to follow-up on program and intimation of relevant events/ funding opportunities from Venture Center
- **E-Certificates will be given to only those candidates who complete the workshop assignments and have 100% attendance.**

Workshop Schedule		
Day 1: Tuesday, 21 November 2023		
Time	Session	Faculty
0915 – 0930	Registration, welcome and Introduction to the workshop	Mugdha Lele
0930 – 1100	Session 01: Talk <ul style="list-style-type: none"> Introduction to Market Opportunity Navigation with case studies Understanding Customer Discovery 	Sundara Nagarajan
1100 – 1130	Networking Tea/Coffee: 900, Foyer Area	
1130 – 1300	Session 02: Assignment <ul style="list-style-type: none"> Assignment 01: Market Opportunity Navigation Assignment 02: Working on Customer Discovery for your own early product idea (Assignments will continue overnight)	Sundara Nagarajan and V Premnath
1300 – 1400	Lunch Break: Innovation Cafe	
1400 – 1530	Session 3: Talk <ul style="list-style-type: none"> Value Proposition Design 	Sundara Nagarajan
1530 – 1600	Networking Tea/Coffee: 900 Foyer Area	
1600 - 1730	Session 04: Assignment Assignment 03: Building value proposition design for your own early product idea.	Sundara Nagarajan and V Premnath
Day 2: Wednesday, 22 November 2023		
Time	Session	Faculty
0930 – 1100	Session 5: Talk Business Model Development	Sundara Nagarajan
1100 – 1130	Networking Tea/Coffee: 900, Foyer Area	
1130 – 1300	Session 6: Assignment Assignment 04: Developing the business model for your own early product idea	Sundara Nagarajan and V Premnath
1300 – 1400	Lunch Break: Innovation Cafe	
1400 – 1600	Session 7: Assignment discussion <ul style="list-style-type: none"> Debriefing for Assignment 01: Market Opportunity Navigation Debriefing for Assignment 02: Working on Customer Discovery for your own early product idea Debriefing for Assignment 03: Building value proposition design for your own early product idea Debriefing for Assignment 04: Developing the business model for your own early product idea 	Sundara Nagarajan and V Premnath
1600	Closing session and feedback	Premnath V
1615	Networking Tea/Coffee: 900 Foyer Area	

Workshop faculty



Sundara Nagarajan

Nagarajan is Managing Director at Innovation ScaleUp Advisors (ISA) Private Limited, an advisory platform and practice that helps innovators and investors scale-up technology-based businesses and monetize innovation, globally. ISA helps accelerate the monetization and scaling of disruptive companies. Nagarajan deeply relates to the challenges involved in scaling ideas to deliver business value, owing to his career in computer systems development engineering for over three decades. He is an accomplished senior technologist with experience in startup initiatives of large global enterprises and early-stage companies. He has performed director-level technical leadership and executive management roles in product development and deployment serving Customers worldwide. His subject matter expertise is in computer systems architecture, data management, and systems/software engineering. As a Technical Director at NetApp and as Distinguished Technologist at HP Enterprise, he contributed to the architecture development of enterprise-class products and solutions. As a member of the founding management team of Philips Innovation Campus and as Director (Systems) at HP, delivered high-volume consumer and enterprise-class products, managing large teams of R&D engineers. As Director-Technology at IPValue, he developed deep knowledge and expertise in the business aspects of innovation and commercializing intellectual property. He co-founded Bluefont Technologies to develop technology for high-bandwidth short-range wireless. Started his career at Wipro, during the early days of Information Technology in India and grew through different roles. Nagarajan holds M.S. (By Research) from the IIT-Madras and graduate degree in Electrical Engineering from the University of Calicut, India.



Premnath V




Premnath is Scientist-Polymer Science & Engineering Division at NCL and Director-Venture Center. He is a technologist and commercialization expert having previously successfully commercialized two technologies. He has a keen interest in technology development for biomedical products. He holds a B.Tech from the IIT Bombay and a Ph.D. from the MIT, USA. He has also been a Chevening Technology Enterprise Fellow with the Centre for Scientific Enterprises, London Business School and Cambridge University, UK. He brings with him considerable experience in technology development and commercialization (two successfully commercialized families of products), working with start-up companies (in Cambridge-UK and India) and engaging with large corporations on research and consulting projects as project leader.

Organizing team (in alphabetical order of last names)




Niruta Killedar **Senior Associate - Social Innovations**

Niruta is primarily responsible for assisting in the implementation of the Social Innovation Immersion Program at Venture Center. Overall she assists in driving the Social Innovations portfolio at Venture Center and coordinates events and related mentoring activities. She is a Microbiologist by training and has more than 7 years of experience in interdisciplinary areas of science. She has been passionately working in border areas for the last 15 years as a volunteer through the NGO Aseem Foundation, which adds value to the Social Innovations portfolio at Venture Center.

Mentoring team (in alphabetical order of last names)	
	<p>Soma Chattopadhyay</p> <p>Soma leads the Incubation & mentoring vertical of Venture Center as Head Incubation & Mentoring. She is recipient of the Chevening Gurukul Fellowship from Oxford University, UK. At Venture Center she is responsible for managing the incubation activities - identification of potential innovators & entrepreneurs and early stage start-ups, conducting in-depth technical & business mentoring, raising various funds for the incubator.</p> <p>Soma serves as the nominee director on the board of Dee Dee Labs Pvt. Ltd that works in medical & assistive device domain. She was the winner of “Star Gazing award for Incubation Managers 2016” awarded by Indian STEP and Business Incubator Association (ISBA) & DST.</p> <p>Soma joined Venture Center with >9 years of experience as Team Leader-in the R&D division of an MNC named Cookson Electronics where she built novel materials for electronics. Soma has a Masters degree in Physical Chemistry and is a certified internal auditor for ISO 9001:2008, trained for implementing ISO 17025 standard and certified Six-Sigma Green Belt.</p>
	<p>Shruti Devasthali</p> <p>Shruti is currently Head for Equity and Grant Portfolio at Venture Center. She is a Chartered Accountant and a certified Financial Risk Manager. She is currently operating seed fund activities for Venture Center and monitoring the investments in Venture Center’s portfolio companies. She is also responsible for mentoring lab2mkt companies on corporate governance; and management of financial and legal matters relating to grant programs.</p> <p>During her previous work engagements Shruti has worked with CRISIL Limited and Dun and Bradstreet Information Services India Private Limited in the areas of credit and financial analysis.</p>
	<p>Mugdha Lele</p> <p>Mugdha is a Ph.D from School of Health Sciences, University of Pune and has teaching and research experience in a State Government medical university. At Venture Center, she is responsible for driving the Social Innovations and related activities and is responsible for providing technical mentoring for incubatees at Venture Center. Mugdha has been a Fellow of the Chevening Rolls Royce Science, Innovation, Policy and Leadership Programme (CRISP) at the Said Business School, University of Oxford, UK in 2016. In 2018 she has also been part of the Aritra Accelerator Program for Leadership in the Social Sector at IIM Bangalore with Phicus Solutions and Dr. Reddy’s Foundation. She is interested to drive programs which support development of novel technology solutions for impact in the social sector.</p>

Organized by	
	<p>Venture Center is committed to Social innovation and entrepreneurship. We actively nucleate and nurture enterprises that focus on solving socially important problems and build sustainable entities (for profit or not-for-profit) to deliver the solutions to society. Focus areas at Venture Center include affordable health and nutrition, empowering farmers, clean energy, sustainable resource utilization, environment and circular economy, water, sanitation, hygiene and any other social sectors that can leverage Venture Center's innovation ecosystem.</p> <p>For more information: http://www.venturecenter.co.in/socialinnovations</p>
	<p>TECHEX.IN is a Technology Transfer Hub operated by Venture Center, Pune, India and supported by the National Biopharma Mission, BIRAC (Govt of India). TECHEX.IN aims to help technology developers and technology commercialization entities find each other's, forge partnerships and advance the technology closer to the market in a win-win partnership. In this mission, TECHEX.IN will build upon learning's, methods and experiences of NCL Innovations (department of CSIR-NCL championing innovations), IPFACE (IP Facilitation Center) and Venture Center (technology business incubator).</p> <p>The TECHEX.IN is based in the western part of India. While its focus is on organizations in Maharashtra, Gujarat and Goa states of India, it welcomes technology developers and technology commercialization entities from any part of the world. For more information please visit: techex.in</p>

Supported by	
	<p>Biotechnology Industry Research & Assistance Council (BIRAC) is a new industry-academia interface and implements its mandate through a wide range of impact initiatives, be it providing access to risk capital through targeted funding, technology transfer, IP management and handholding schemes that help bring innovation excellence to the biotech firms and make them globally competitive.</p> <p>For more information, visit: www.birac.nic.in</p>
	<p>National Biopharma Mission (NBM) is a Mission of the Government of India approved by the Cabinet for implementation in May 2017. The NBM's mission is to make India a hub for design and development of novel, affordable and effective biopharmaceutical products and solutions. The NBM has an allocation of US\$ 250 million and is jointly funded by the Government of India and the World Bank in equal measure. The NBM is officially known as "An Industry-Academia Collaborative Mission of Department of Biotechnology (DBT) for Accelerating Early Development for Biopharmaceuticals". ; Biotechnology Research Assistance Council (BIRAC) is the implementation partner of the Government of India for the Mission.</p> <p>For more information: visit : https://birac.nic.in/nbm/</p>

	<p>Entrepreneurship Development Center (Venture Center) – a CSIR initiative – is a Section 25 company hosted by the National Chemical Laboratory, Pune. Venture Center strives to nucleate and nurture technology and knowledge-based enterprises by leveraging the scientific and engineering competencies of the institutions in the Pune region in India. The Venture Center is a technology business incubator supported by the Department of Science & Technology’s National Science & Technology Entrepreneurship Development Board (DST-NSTEDB). Venture Center’s focuses on technology enterprises offering products and services exploiting scientific expertise in the areas of materials, chemicals and biological sciences & engineering.</p> <p>For more information, visit: http://www.venturecenter.co.in/</p>
---	---
