

Introduction to Innovation & Entrepreneurship

10 to 14 June 2024

Introduction

Unlock your potential with our intensive summer school program, designed to nurture your innovative streak and curiosity. Dive into the world of innovation and entrepreneurship and learn concepts like Opportunity Mapping, Problem-Solving and Human-Centered approach to innovation through Design Thinking. Understand the frameworks behind that are used in real world to drive innovation and build successful start-ups.

Highlights:

- Design thinking principles and Hands-on exercises to cultivate a creative mindset
- Problem Identification & building a Value Proposition
- Business Models & Revenue Streams
- IPR strategy (Patents, Design registration, copyrights etc.)
- Go-to-Market (GTM) Strategy & Customer Acquisition
- Crafting an effective pitch deck and elevator pitch
- Introduction to funding options (e.g., bootstrapping, angel investors, venture capital)

The participants will engage in interactive workshops, group discussions, and hands-on activities to apply concepts learned in real-world scenarios. Experienced mentors and industry experts will provide guidance and support to help participants develop their entrepreneurial ideas and prepare for future ventures.

Convener :

Prof. Harshit Desai

Contact: +91 80073 18880 (WhatsApp enquiries Only)

Location for the workshop:

•MIT Institute of Design, MIT ADT University, Loni Kalbhor, Pune



Fees : Rs. 15,000

(25% concession for MIT ADT students)

Eligibility : 18 years and above

Faculty Team



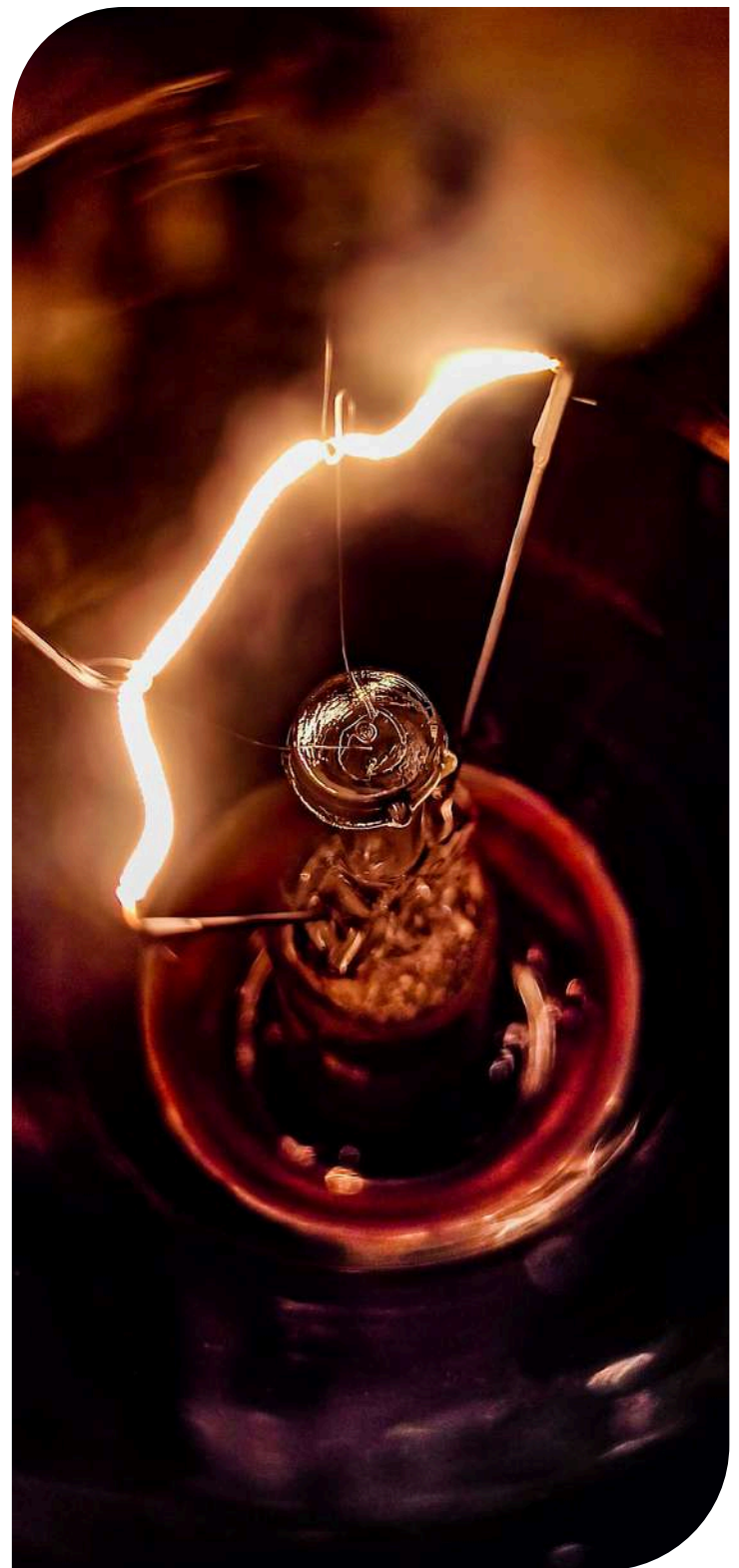
Dr. Nachiket Thakur

Dr. Nachiket Thakur is a PhD from Pune University and M.Des- Industrial Design from IDC- IIT Mumbai. and has a rich experience of 25+ years in diverse industry sectors such as software, automobile, medical equipment's, electronic appliances & craft based products. His expertise is in new product development, materials & processes for various applications. He has mentored multiple ventures and is prominent stakeholder in the Indian start-up ecosystem.



Prof. Harshit Desai

Harshit Desai has over 15 years of experience in the field of Design Management and Innovation. His works at the intersection of design, technology and business. He works closely with industry and government organizations to promote design and innovation at multiple levels and brings real life experiences to enrich the academics.



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