



Startup 101:
An Introduction to Science & Technology Entrepreneurship

IDEATION & NEED IDENTIFICATION

- How to create many Ideas ?
- How to select the best Ideas ?

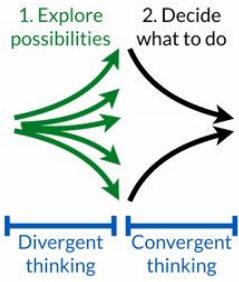


Webinar organized by NCL Venture Center, Pune – on Friday, 21 August – 4 to 6 pm



Dr Shankar Venugopal

Know when to stop Diverging & Start Converging



1. Explore possibilities 2. Decide what to do

Divergent thinking Convergent thinking



Dr Shankar Venugopal

Questioning

“

*I keep six honest serving-men
(They taught me all I knew);
Their names are What and Why and When
And How and Where and Who.*

~Rudyard Kipling, The Elephant's Child




Aditya Ingahalikar

Prioritize your Ideas

Idea	Customer Desirability	Technical Feasibility	Economic Viability
Business Model: India& global centric R&D organization located in US	N/A	High	Low
Business Model: India& global centric R&D organization located in India	N/A	High	High
Product Type: Disruptive Innovation Product Only	High	Medium	Low
Product Type: Disruptive Innovation + Incremental Innovation Products	High	High	High
Product Value Proposition: High Quality High Price	Low	High	Low
Product Value Proposition: High Quality Low Price	High	Low	Low
Product Value Proposition: High Quality Right Price	Medium	Medium	Medium



Problem Mapping Approach for Social Venture Creation

Solution or Idea → Search for optimality
Justification for the best solution

Problem or Opportunity → Solution(s) or Idea(s)
Suboptimal solution can also work if agreeable by the stakeholders



Manipal Dot Net – the enterprise

- Meaningful employment to technologists at or near their home towns to remain close to their families (when their families needs them)
- Create business (customer and value proposition) around the talent (and not otherwise), create team around the business
- Innovative, competitively priced technology solutions to the customers, hence the unique competitive advantage
- Software and Hardware Technology domains – energy, low power consumption, security and surveillance

