

**Workshop on**  
**Need Identification and Problem Definition :**  
**A Design Thinking-Based Approach to Innovation and Market Impact**

- Organized by Social Innovations @ Venture Center -

<b>Gains</b>	<ul style="list-style-type: none"> <li>Learn about need identification, definition, sharpening the real need and problem</li> <li>Identify who has the need and who will benefit from the solution</li> <li>Identify alternative solutions available, how do the solutions compare</li> <li>Based on this the problem definition and statement be sharpened further</li> </ul>
<b>Workshop Coordinator</b>	<p><b>Dr Anurag Mairal</b> <i>Director, Global Outreach Programs, Stanford Byers Center for Biodesign</i> <i>Lead Faculty, Technology Innovation and Impact, Center for Innovation in Global Health</i> <i>Adjunct Professor, Stanford School of Medicine</i></p>
<b>Organized by</b>	Social Innovations @ Venture Center
<b>Supported by</b>	<ul style="list-style-type: none"> <li>Biotechnology Industry Research and Assistance Council (BIRAC)</li> <li>Venture Center</li> </ul>
<b>For whom</b>	<ul style="list-style-type: none"> <li>Early stage inventive enterprises and science-based startups</li> </ul>
<b>When</b>	<b>(Fri) 1 July 2022   Time: 9.30 am – 5 pm</b>
<b>Where</b>	Training room, 100 NCL Innovation Park, Dr. Homi Bhabha Road, Pune
<b>Contact</b>	<p><b>Technical queries:</b> Dr Mugdha Lele   <a href="mailto:mugdha@venturecenter.co.in">mugdha@venturecenter.co.in</a>   7410045652 <b>Registration queries:</b> Ms Niruta Killedar   <a href="mailto:niruta.killedar@venturecenter.co.in">niruta.killedar@venturecenter.co.in</a>   8956226080</p>
<b>Registration</b>	<p><b>Registration fees: ₹ 1001/-   Registration is mandatory</b></p> <ul style="list-style-type: none"> <li>Registration Process: <ul style="list-style-type: none"> <li>Step 1: Interested participants need to fill in registration form at the <ul style="list-style-type: none"> <li><b>Register here: <a href="https://tinyurl.com/1july-workshop">https://tinyurl.com/1july-workshop</a></b></li> </ul> </li> <li>Step 2: Payment details will be shared via email to participants post screening of registration details and seat will be confirmed only after receipt of payment.</li> </ul> </li> </ul> <p><b>NOTE:</b></p> <ul style="list-style-type: none"> <li>More details at: <a href="https://www.venturecenter.co.in/socialinnovations/events/">https://www.venturecenter.co.in/socialinnovations/events/</a></li> <li><b>REGISTRATIONS AND FINAL PAYMENT DEADLINE Registration closes once 20 seats are full or on 27 June 2022 (whichever comes sooner)</b></li> <li><b>Fees paid is not refundable and non transferable under any circumstances</b></li> <li>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</li> </ul>



## Introduction

Identifying and defining the problem is probably the single most important aspect of innovation. This hands-on workshop will help the participants to learn about problem identification, definition, sharpening the real need or problem, identify who has the need and who will benefit from the solution, what are the alternatives available to them, how do the solutions compare. Based on these aspects participants will also be able to think about sharpening the problem definition further and understand the overall process for need identification. Several case studies as examples will be discussed and an hands-on problem definition exercise will help in fine tuning the problems that the startups are working on.

The course methodology focuses on brief conceptual sessions combined with a brief discussion time and a number of group exercises for participants to work through and internalize the learnings.

## 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
- **Certificates will be given to only those candidates who complete the workshop assignments and have 100% attendance.**

## Workshop Schedule

### Tuesday, 15 June 2022

Time	Session	Faculty
0930 – 0945	Registration : 900, Foyer area	
0945 – 1000	Introduction and Welcome	Mugdha Lele
1000 – 1100	Setting the context: Need Identification and Problem Definition : A Design Thinking-Based Approach to Innovation and Market Impact	Anurag Mairal
1100 – 1130	Networking Tea/Coffee: 900, Foyer Area	
1130 – 1230	Problem identification, definition, sharpening the real need and problem	Anurag Mairal
1230 – 1330	Exercise on: List out the problem definition statements	
1330 – 1430	Lunch Break: Innovation Cafe	
1430 – 1530	Exercise debriefing and discussion on the statements listed (participants will share their Problem statements which will be open for discussion and suggestions)	Anurag Mairal Premnath V
1530 – 1600	Networking Tea/Coffee: 900 Foyer Area	
1600 – 1700	Q & A and discussion	Anurag Mairal Premnath V
1700 – 1715	Valedictory and feedback session	Premnath V

**Workshop faculty (in alphabetical order of last names)**



**Anurag Mairal**

**Director, Global Outreach Programs, Stanford Byers Center for Biodesign | Lead Faculty, Technology Innovation and Impact, Center for Innovation in Global Health | Adjunct Professor, Stanford School of Medicine**

Anurag is an Adjunct Professor of Medicine and Director of Global Outreach Programs at Stanford Byers Center for Biodesign, Stanford University. He is also a Faculty Fellow and Lead for Technology Innovation and Impact at Center for Innovation in Global Health. He serves as the Founding Chair of BME IDEA APAC, a community of medtech innovation programs in Asia Pacific. Concurrently, he is a co-founder and Executive Vice President of Orbees Medical, a SF Bay Area-based strategy consulting firm serving the global healthcare industry, with a focus on medtech, pharmaceutical, and digital health industry. Recently, he took a sabbatical for two years to take a senior leadership role at PATH, a major global health nonprofit based in Seattle. Previously, he held several positions at Johnson & Johnson, including Business Development Director and Product Director for structural heart, cardiology, and peripheral vascular products at Cordis. An active mentor to entrepreneurs and industry professionals, he serves as the chair of PATH's Bay Area Leadership Council, board member at EPPIC Global Network and IIT Bombay Heritage Foundation and advisory board member at D-Rev and Sewa International. He recently took over as the President Sewa International Bay Area.



**Premnath V**

**Director, Venture Center | Head, NCL Innovations**

Dr. Premnath V 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.

**In-house team (in alphabetical order of last names)**



**Meghana Bhandari**  
**Associate- Bioincubation, Venture Center**

Meghana is responsible for planning & co-coordinating activities of BRBC. She is actively involved in curating the content for all BRBC activities. She studied M.Tech in Biomedical engineering from IIT Ropar. During her Masters she did her project work on intranasal drug delivery system for treating Alzheimer’s Disease. Previously she has worked as a medical writer for a biopharma company.



**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.



**Prateek Kumar**  
**Asst Manager – Incubation & Mentoring**

Prateek is a mechanical engineer turned startup enthusiast, who completed BTech from MNNIT Allahabad and MBA from IIM Indore. With over 2 years of experience in startups across IT, Automobile, Fintech, EdTech and E-commerce, the most notable being ‘Sales Manager’ at OfBusiness (Record sales worth 7 times the target), ‘Program Manager’ at upGrad (Set up the career services vertical in 3 months) and ‘Sr Manager – New Initiatives’ at O’be cocktails (Scaled the online alcohol delivery business in Mumbai). Apart from this, he has worked on critical projects with Volvo-Eicher (Indore) and Entrepreneur First (Bangalore). He also operates as a Job consultant (pro bono) for recent graduates from Tier 2 and Tier 3 institutes in India.



**Mugdha Lele**  
**Head – Social Innovations at Venture Center**

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.



### Organized by



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.  
 For more information: <http://www.venturecenter.co.in/socialinnovations>

### Supported by



Biotechnology Industry Research & Assistance Council 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.  
 For more information, visit: [www.birac.nic.in](http://www.birac.nic.in)



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.  
 For more information, visit: <http://www.venturecenter.co.in/>

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