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## Mini Workshop Series: Value Proposition

- Hosted by Social Innovations @ Venture Center -

Gains	<ul style="list-style-type: none"> <li>Understand value proposition</li> <li>Via working on the value proposition canvas build a good value proposition for your innovative products</li> </ul>
Course Coordinator	<ul style="list-style-type: none"> <li>Mugdha Lele, Head, Social Innovations, Venture Center</li> </ul>
Organized and Hosted by	<ul style="list-style-type: none"> <li>Venture Center</li> <li>Social Innovations @ Venture Center</li> </ul>
Supported by	<ul style="list-style-type: none"> <li>Department of Biotechnology</li> <li>Translational Health Science and Technology Institute (THSTI), Faridabad</li> </ul>
For whom	<ul style="list-style-type: none"> <li>Budding / aspiring entrepreneurs (Researchers, students, engineers, clinicians etc)</li> <li>Early stage inventive enterprises and science-based startups</li> </ul>
When	<b>Saturday   28 Oct 2023   Time: 0930 – 1300</b>
Where	<ul style="list-style-type: none"> <li>Workshop will be held in <b>hybrid mode</b></li> <li>Online via ZOOM platform</li> <li>Venue @ Venture Center: Lecture Theatre, 900, NCL Innovation Park</li> </ul>
Contact	<b>Technical:</b> Niruta Killedar   niruta.killedar@venturecenter.co.in   +91-8956226080 <b>Registration &amp; Payment:</b> Vineet Joshi   vineet.joshi@venturecenter.co.in   +91- 9156465141
Cost and Registration	<p><b>Registration Fees Rs 500/-</b>  (Registration fees will be waived off for Biodesign fellows from THSTI)</p> <p>Registration Process:</p> <ul style="list-style-type: none"> <li>Step 1: Interested participants need to fill in registration form at the following link.</li> <li><b>Register online at: <a href="https://tinyurl.com/EES-2023">https://tinyurl.com/EES-2023</a></b></li> <li>Step 2: Payment details will be shared with candidates who successfully complete the verification process. Attendance only on confirmation of payment of registration fees</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 10 seats are full or 4 days prior to the workshop (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>

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## Introduction

The workshop focuses on giving the participants a primer on building a value proposition for their innovative ideas, positioning of their products and initiate them to start thinking about the product-market fit for their products. Via deep dive hands-on sessions participants will also work on the value proposition canvas.

The workshop methodology focuses on conceptual sessions combined with a brief discussion time and hands-on exercises for participants to work through and internalize the learning.

## 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.

## Program 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 have 100% attendance for all the sessions in the workshop.**

## Program Schedule

Time	Session	Faculty
0900 – 0930	Registration, Welcome and Introduction to the workshop	Mugdha Lele
0930 – 1100	Value Proposition	Sundara Nagarajan and Premnath V
1100 – 1130	Networking Tea/Coffee @ Foyer Area, 900, NIP	
1130 – 1300	Hands on activity 01 - Value Proposition Canvas	Sundara Nagarajan and Premnath V
1300 – 1400	Lunch Break: Innovation Cafe	

## Speakers (in alphabetical order of last names)




### **Sundara Nagarajan**

Nagarajan is Managing Director at InnovationScaleUp 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


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	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.
	<p><b>Premnath V</b></p> <p>Premnath is Scientist-Polymer Science &amp; 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.</p>


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



	<p><b>Niruta Killedar</b></p> <p>Niruta is Senior Associate for Social Innovations at Venture Center. She 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.</p>
	<p><b>Mugdha Lele</b></p> <p>Mugdha is Head – Social Innovations at Venture Center. She 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.</p>

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	<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 &amp; Technology's National Science &amp; 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 &amp; engineering.</p> <p>For more information, visit: <a href="http://www.venturecenter.co.in/">http://www.venturecenter.co.in/</a></p>
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	<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: <a href="http://www.venturecenter.co.in/socialinnovations">http://www.venturecenter.co.in/socialinnovations</a></p>
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<p>Funded by</p>  <p>सत्यमेव जयते Department of Biotechnology</p>	<p>The Department of Biotechnology (DBT), Government of India is completely devoted wholly to achieve excellence in the promotion of biotechnology in the country. DBT provides services in the areas of research, infrastructure, generation of human resource, popularization of biotechnology, promotion of industries, creation of centers of excellence, implementation of biosafety guidelines for genetically modified organisms and recombinant DNA products and biotechnology-based programs for societal benefits. Bioinformatics is a major mission to establish an information network for the scientific community, nationally and internationally. DBT's mission include realising full potential of biotechnology, undertake significant investment for generation of products, processes and technologies, enhance efficiency and productivity and cost-effectiveness of agriculture, nutritional security, molecular medicine, environmentally sustainable technologies, scientific and technological empowerment of human resource, a strong infrastructure for research and commercialization, enhance the knowledge base, nurture leads of potential utility, bring bioproducts to the market place, socio-economic development and promote biotech industry.</p> <p>For more information: <a href="https://dbtindia.gov.in">https://dbtindia.gov.in</a></p>
 <p>thsti Translational Health Science and Technology Institute</p>	<p>As a networked organization linking many centers of excellence, THSTI is envisioned as a collective of scientists, engineers and physicians that will effectively enhance the quality of human life through integrating a culture of shared excellence in research, education and translational knowledge with the entrepreneurial spirit to take technologies into the public sphere. In fulfilment of its vision, the THSTI will work with other constituents of the technology cluster at Faridabad such as the Regional Centre for Biotechnology Training, Education and Research (RCB) through long term partnerships. By integrating the fields of medicine, science engineering and technology into translational knowledge and making the resulting biomedical innovations accessible to public health, to improve the health of the most disadvantaged people in India and throughout the world.</p> <p>For more information: <a href="https://www.thsti.res.in">https://www.thsti.res.in</a></p>

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