



IP and Sports: Ready, Set, Innovate

-- Organized by Techex.in --

POTENTIAL GAINS	<ul style="list-style-type: none">● Gain an understanding of the startup journey specifically within the sports, athleisure, and sports-tech sectors.● Learn the "how-to" of innovation and product development, particularly from the Intellectual Property context in the sports tech ecosystem.● Discover emerging trends and untapped niches within the global sports and wellness industry.● Prepare for real-world hurdles with firsthand advice on overcoming common startup pitfalls from the IP strategy perspective.● Engage directly with founders to learn from their successes and setbacks.● Explore high-value collaborations and career pathways in a rapidly growing market.
ORGANIZED BY	<ul style="list-style-type: none">● TechEx.in, a Tech transfer hub at Venture Center
SUPPORTED BY	<ul style="list-style-type: none">● Venture Center
FOR WHOM	<ul style="list-style-type: none">● Students● Early-stage entrepreneurs● Innovators● Professionals interested in sports products, athleisure, sports technology, and sports medicine.
WHEN	Thursday , 23rd April 2026 Time: 3:30 -6:00 PM (Indian Standard Time)
WHERE	All sessions will be held in a hybrid mode.
REGISTRATION	REGISTRATION <ul style="list-style-type: none">● FREE and on a first come first served basis, but registration is mandatory.● Register here: https://forms.gle/cUQtfsdDxJqn1mYcA
CONTACT	Technical and Registration queries: Meetali Barhate meetali.barhate@venturecenter.co.in 9156465146



Introduction

The event is designed to enable participants gain insights into the journey of building startups in the sports, athleisure, and sports technology sectors. Sessions will give practical perspectives on innovation, product development, market opportunities, particularly how IP edge will play an important role in all of these and the challenges of entrepreneurship in this evolving sports tech ecosystem. The session brings together innovators and entrepreneurs working at the intersection of sports products, athleisure, and sports medicine. Through a keynote talk and a panel discussion, the speakers will share their journeys of building impactful ventures, the challenges they faced, and the opportunities emerging in India's growing sports and wellness ecosystem. Over networking sessions and during the panel discussion participants will get an opportunity to engage with founders, learn from their experiences, and explore potential collaborations and career pathways in the sports and wellness industry.

Schedule

Time	Duration	Session title	Speaker
3:30-3:45 PM	15 mins	Registration and Networking tea	
3:45-4:00 PM	15 min	Introduction to Venture Center and setting the context	Mugdha Lele/Kavita Parekh
4:00- 4:45 PM	45 mins	How we built an Athleisure brand in India: The story of Heelium.	Prateek Sharma
4:45-5:45 PM	60 mins	Panel Discussion	Moderator: V Premnath Prateek Sharma (TBD) Hardik Agarwal Yash Goliya Divyakshi Kaushik Piyush Joshi Harshesh Gokani Avijan Sinha
5:45- 6:00 PM	15 mins	Closure	



Speakers and panelists (in alphabetical order of last names)



Hardik Agarwal
Co-founder and CEO | Blok n Roll

Hardik Agarwal is a design-driven entrepreneur and the Founder & CEO of Blok n Roll, an innovative board game focused on strategy, cognitive development, and social engagement. With a background in graphic design and experience in branding, marketing, and product development, he is passionate about creating meaningful play experiences. His work bridges design, education, and entrepreneurship, positioning games as powerful tools for learning and connection.



Yash Goliya | Founder at Suryudey Plastic Electronics Pvt Ltd

Yash Goliya is a founder and engineer working at the intersection of wearable technology and printed electronics. He is the creator of idoona, a consumer lifestyle brand developing smart heated apparel that seamlessly blends comfort, design, and embedded technology for everyday life.

With a background in building flexible and wearable electronic systems, Yash focuses on translating deep-tech innovation into practical, user-centric products.



Harshesh Gokani | Co-founder and Lead at ForHealth

Harshesh Gokani is a healthcare entrepreneur and innovation-driven leader, currently serving as Co-founder and Lead at ForHealth, where he is working to transform physiotherapy through accessible and impactful solutions. With a strong foundation in mechanical engineering from NIT Karnataka, he brings a unique blend of engineering, lean management, and healthcare innovation to his work.

He has previously worked with Daimler India Commercial Vehicles and Mitsubishi Fuso in roles focused on lean management and automation, and has also contributed to academia as a Visiting Faculty Member at MIT Institute of Design. His career reflects a consistent focus on problem-solving, efficiency, and building systems that create real-world impact.



Piyush Joshi | Co-Founder at Orthocrafts Innovations

Piyush is a trained polymer engineer with more than 15 years of experience in Medical devices field. Piyush started his journey with developing spinal implants. He later had a stint in technology commercialisation and worked on the technology led entrepreneurship through Lab2Market program, proof of concept initiative at Venture Center.

Piyush Co-Founded Orthocrafts innovations - a material science driven start up working in bioabsorbable fixation devices space. Company's core strength lies in tuning the in vivo degradation profile and mechanical properties of bioabsorbable polymers. Piyush is Co-developer of soft tissue fixation products such as screws and anchors that are used in the surgical treatment of sports related injuries.



Divyakshi Kaushik | Founder of Anatomech

Divyakshi, Founder of Anatomech, has 10+ years developing smart wearables. Anatomech has developed smart wearables that mimic circulation: a core vital for recovery. Athlete, product engineer, and entrepreneur, she brings key insights to build science-backed products for sports and wellness.

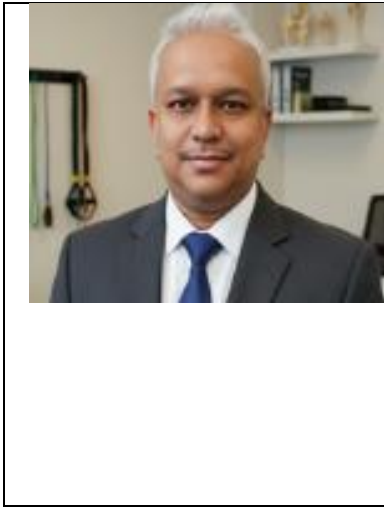


**Prateek Sharma
Co-founder and CEO | Heelium**

Prateek Sharma is the Co-founder and CEO of Heelium, a Pune-based direct-to-consumer athleisure brand known for its bamboo-based performance wear. Since founding Heelium in 2017, he has led the company's growth into a fast-scaling digital-first brand, reaching over a million customers and building a strong presence across e-commerce platforms.

With an entrepreneurial mindset and a focus on operational efficiency, Prateek has been instrumental in shaping Heelium's product innovation, brand strategy, and customer-centric approach. He is a strong advocate for building startups beyond traditional metro hubs, having consciously scaled Heelium out of Pune to leverage talent and quality of life.

His work reflects a deep interest in direct-to-consumer business models and building lean, resilient teams that can compete in India's rapidly growing performance wear market.



Avijan Sinha | Founder and Director of Taavicare Pvt. Ltd.

Dr. Avijan Sinha is a senior consultant physiotherapist and healthcare entrepreneur, currently serving as In-Charge at Deenanath Mangeshkar Hospital and Research Center, Pune. He is also the Founder and Director of Taavicare Pvt. Ltd., where he focuses on advancing physiotherapy and rehabilitation practices.

With expertise in orthopaedic and sports physiotherapy, he actively contributes to research and academia as a reviewer for BIRAC and a PhD guide at MIT College of Engineering. A member of ISAKOS and a recognized speaker at national forums like IOACON, his work spans clinical excellence, innovation, and education. He has also contributed to published research and clinical literature, earning recognition including the Best Clinician Award in 2026.

Organizers (in alphabetical order of last names)



Meetal Barhate

Associate – Outreach and Technology Connects | Venture Center

Meetal has M.Tech. Biotechnology from Institute of Bioinformatics and Biotechnology, Savitribai Phule Pune University. As part of the TechEx.in team at Venture Center, she is involved in technology scouting and lead generation activities, building industry academia relationships, technology showcases and matchmaking initiatives and various awareness events in the innovation management domain.



Mugdha Lele, PhD

Head – Preincubation & Learning | Venture Center

Mugdha is Head – Preincubation & Learning 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.



Kavita Parekh, PhD

Lead- Capacity Building & Academic Engagement | Venture Center

Kavita is currently Lead–Capacity Building & Academic Engagement at Venture Center. She holds a Ph.D in Health Sciences from School of Health Sciences, University of Pune. She comes with teaching and research experience of more than 11 yrs. She has industry experience of working with biomarkers for cancer. Her research interests are in molecular diagnostics and multi drug resistant organisms. At Venture Center she is single point of contact for academic partners and responsible for capacity building and engaging with academia. She is also responsible for technology marketing and lead generation activities.



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