

## 49.Ideation Camp - 2020

Title: Ideation Camp

Date: 14<sup>th</sup> & 15<sup>th</sup> February 2020

Banner/Brochure:

**KLE** Technological University  
KLE TECH. *Powering Your Learning & Knowledge*

**MAKE IN BVB**  
INSPIRE MAKE TO IMPROVE

**KLE** CTIE  
Center for Technical Innovation & Entrepreneurship

**KLE CTIE & MAKE IN BVB**  
Presents

**intel** IDEATION CAMP

**FEBRUARY**  
14<sup>th</sup> & 15<sup>th</sup>  
2020

Open for students of all Semesters

**BT Seminar Hall**

For Details : **Dr. Nitin Kulkarni**  
Director, KLE CTIE

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Photos:



Details of the Program/Report:

The Ideation Camp – a two-day event, conducted for students of KLE Technological University was indeed a great success. With 50 students participating in the event, from different streams and different year of engineering, the event sowed a seed of entrepreneurship in each participant. Students were randomly distributed into teams, depending on their interest of being a Technical person, a Business person and a team builder. They were then provided with pre – ideated ideas by Make in BVB (MiB) students, the write up on same were shared. Each team had to pick one of the topics for building on it further during the two – day event. The teams filled up different templates, on Understanding

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the problem supported by key facts & data and their insights on it, Identifying user segment, selecting main user and discussing problems associated with this user segment, selecting the problem by using importance versus frequency map, defining the problem statement, selecting solution on level of uniqueness versus value mapping, describing the solution further, and finally making preparing a pitch deck for the same. Each of the team was mentored by a student mentor, one who had already attended Ideation Camp in previous years and by Dr. Nitin Kulkarni & Ms. Soumya Kudagi. At end of day two, the teams were evaluated by judges, Mr Sagar Virapannavar & Ms. Deepika M. Top three teams were awarded with cash prizes.

**Number of Participants: 80**

### List of Participants:

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