82.Intel Ideation Camp - 2019

Title of the Event: Intel Ideation Camp - 2019

Date: 15th & 16th February 2019

Banner/ Brochure:

Photos:

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Details of the Program/Report:

The Ideation of Ideas started with collective effort of Team MIB led by the director of CTIE, Dr. Nitin Kulkarni. From over 200 applicants, 70 of them were scrutinized and selected based on their skills in expressing themselves on the paper.

The Ideation Camp in collaboration with Intel, is a 2 – day immersive program which helps participants to plan from start to end of their entrepreneurial journey.

The event is open to all semester engineering students of KLE Technological University. It starts with asking basic questions on Innovation & Entrepreneurship, and why is it important. The resource person, Dr. Nitin Kulkarni, walks the participants with how innovations fail, and how an entrepreneur raises a bar set before him and plays his game well, to achieve a better result than just desired. The students were then exposed to different problems we could be facing in the society we live in today. Though we are a blessed generation, with all the fields of evolution at its best, even then one resulting to other is causing some disturbance in the whole system. With problems comes opportunities, and an aspiring entrepreneur will go crazy on these opportunities to churn a prospective business out of this.

With this the participants were asked to form a team. There was a pre – designed game that each participant played to identify and join his team member. Post this each of the team member was asked to identify their strengths and relate to one being a Techie, or a Designer or a Businessperson. The teams were also encouraged to partner with other teams and share amongst themselves the idea that they were thinking upon.

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Stage one of the competition was to *Understand*. Teams were encouraged to think of the problem and not the solution. The teams were given five themes on which they could start thinking, as to how they want to build their own startup. With each team deciding on the problem area they would like to take up. They were then asked to go deeper in understanding of the problem area, and read, discuss, analyse and research upon it. With this each team filled in the first template called Understand.

The next phase was into understanding the user, users are the most crucial part of any business we intend to develop. Hence identifying the right set of customer for the problem in hand, analysing them, selecting the appropriate customer segment, and describing their behaviour in association with a problem is what was crucial for all teams. They were also encouraged to fill in key insights of the user they have gained through research. The participants filled in the following templates.

Then the participants were given following templates, to select the occurrence of problem in congruence with its importance to user. Post mapping each of their problems on the chart below using sticky notes, the teams were encouraged to think of the best problem they wish to work with.

By filling the above template, teams became sure on who the user is, what is his problem and what is the scope up to which this problem could be addressed. Thus, defined an apt problem statement to work on.

The teams were asked to also go around other participants table and check for their segmenting of user and the problem they have chosen to work on and question them or appreciate them for the effort put. This stage also helped most of the teams to validate their ideas. Teams were then encouraged to think about integration of technology into addressing the problem. How using social, local and mobile technology one can increase their reach and how solutions can be provided using these platforms which the user accesses daily.

Then we applied techniques of creative problem solving, concepts of design thinking, to address the solution more innovatively. Teams were asked to write How Might We statements, followed by generating as many ideas as possible, sorting different ideas and describing them. Each of the ideas were checked for their uniqueness and value addition to the customer and were mapped on the following template.

Following this, upon choosing the idea which the teams want to work on, teams were asked to fill out this holistic template on problem that they are trying to solve, solution they want to provide and how it works along with value proposition and plan to reach the user, listing the

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most important user, listing competitors, cost at which the solution would be developed and forecasted revenue, the team wishes to make.

Teams were also encouraged to think on the possible patents that have been already filed in the area of their work and check if there is any infringement of the same using the solution to wish to build. With elaborate explanation and understanding of Business Model Canvas, teams were now asked to fill in the Business Model Canvas and revisit each area on it for improvement and further elaboration. Teams were also asked if they could do some iterations of the canvas and debate amongst themselves on which is the best and which one would be more sustainable.

Post this, teams were asked to pitch their whole exercise before a panel of judges. They were given tips on how to make good pitch – like maintaining body language, tone of speech, eye contact, content on slides, and the like. Each pitch was restricted to 3mins only.

The teams were evaluated on level of understanding the pain, market understanding, the idea, feasibility and its uniqueness.

With this, the two – day workshop came to an end, there were top three prizes announced and each team was encouraged to continue their journey towards entrepreneurship.

No. of Participants: 70

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