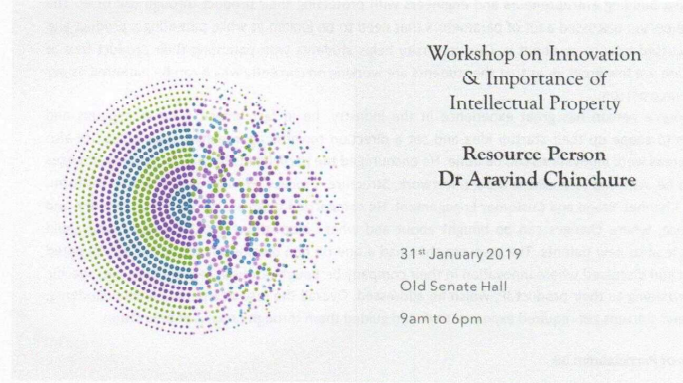


83. Innovation and importance of IP

Title of the Event: Workshop on Innovation and Importance of IP

Date: 31st January 2019

Banner/ Brochure:



Photos:



83. Innovation and importance of IP

Details of the Program/Report:

The workshop was held for the Minor Program in Entrepreneurship Students along with other aspiring students who are interested in startups and faculty who are interested in IP. The workshop was focused on helping budding entrepreneurs and engineers with protecting their product through use of IP. The resource person discussed a lot of parameters that need to be looked at while patenting a product and also discussed how to go about it. Our university helps students with patenting their product free of cost. There are few great ideas that the students are working on currently which can be patented as per the resource person.

The resource person has great experience in the industry, he in fact helped a lot of startups and students to shape up their startup idea and set a direction towards approaching their goals. He also shared areas where innovations can be done. He encouraged the participants to think of possible changes that can be achieved in Business Model, Network, Structure, Process, Product Performance, Platform, Service, Channel, Brand and Customer Engagement. He categorized them as Configuration, Offering and Experience, where changes can be brought about and where innovations could happen which could possibly lead to new patents. The resource then had a one on one discussion with KLE CTIE Incubated Startups and discussed where innovation in their company be brought around. Few startups had specific ideas pertaining to their product IP, which he addressed. Overall the resource person helped students, faculty and startups get required exposure to IP and guided them through process of Innovation.

Number of Participants: 30