



One Day Workshop on Innovation Flow -the science of flowing Ideas into Innovation Organized by IPFACE, Venture Center							
LEARN	<ul style="list-style-type: none"> • Innovation Flow - a structured approach to growing your ideas into innovations • A methodology that extracts wisdom from the innovative ideas across many domains and triggers out-of-the-box thinking • Elements of TRIZ Systematic innovation and Design Thinking • Visualizing future technology scenarios • Analyzing Disruptive Innovations • Building a business case for new ideas using a business model canvas 						
ORGANIZED BY	• IP Facilitation Center (IPFACE), Venture Center						
ANCHOR FACULTY	Dr. Shankar M.V						
IPFACE LEAD	Archana Joshi, IPFACE, Venture Center, NCL Innovation Park, Pune 411008.						
FOR WHOM	<ul style="list-style-type: none"> • Inventors, Entrepreneurs, Corporate Strategists • Product Planners and Technology Managers • Professors and Students of Engineering and Management • Scientists, Technology/IP Managers/Patent Professionals/ Innovation Officers 						
WHEN	Saturday, 17 th October 2015 9:00 AM- 17:00 PM						
WHERE	E-Class Room, Venture Center, 100 NCL Innovation Park, Dr. Homi Bhabha (Pashan) Road, Pune-411008						
CONTACT	Lipika Biswas Venture Center, 100, NCL Innovation Park, Dr. Homi Bhabha Road, Pune – 411008; Phone: +91-20-25865877/64011024 Email: eventsdesk@venturecenter.co.in To register: http://vcevents.pandaform.com/pub/gxw0pf/new For more information visit- http://www.ipface.org/workshops.php						
COST	Fees: <table border="1" data-bbox="416 1417 1240 1552"> <tbody> <tr> <td>Large companies</td> <td>Rs 5000/-</td> </tr> <tr> <td>Micro, Small, Medium enterprises/ individuals</td> <td>Rs 2500/-</td> </tr> <tr> <td>Non- profits/ universities/ students with valid id card/ VC resident companies/ IPFACE members</td> <td>Rs. 2000/-</td> </tr> </tbody> </table> <p>*Note: Fees once paid is not refundable under any circumstances</p>	Large companies	Rs 5000/-	Micro, Small, Medium enterprises/ individuals	Rs 2500/-	Non- profits/ universities/ students with valid id card/ VC resident companies/ IPFACE members	Rs. 2000/-
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INTRODUCTION AND OBJECTIVE

The heart of Innovation is generating insightful ideas and taking them successfully to the Market. The Innovation process itself is like a journey where we start by identifying an unmet or unarticulated market need. The Innovator translates that unmet need into an innovation opportunity and defines the technical problem to be solved. The Innovation evolves on its way through generation of new ideas, proof of concept experimentation and an incubation phase that strengthens the Idea. The destination is reached when the Idea is developed into a Product and delivered to the Market. The workshop addresses some of the key concerns of technology innovators:

- **Improved Conversion** - The main challenge of Innovation is that the conversion of Ideas into Innovation is very poor – this is primarily because of the many barriers that the Idea has to sail through to reach the Market. Is there a way to improve and accelerate the conversion of Ideas into Innovations?
- **Systematic Innovation** - We also realize that good ideas alone are not enough – these ideas have to be directed, defined and structured to result in Innovation. Can we develop a systematic framework for innovative problem solving?
- **Accelerated Innovation** - Is there a way to quickly access the collective wisdom of the great inventions of the past and build up further on that vast knowledge to develop breakthrough solutions?

Reverse Innovation - What is the best way to quickly develop robust, affordable solutions for Indian markets – (a) should we adapt technologies developed for the mature markets (US, Japan, Europe) or (b) start from scratch to develop new, innovative technologies customized for local needs and eventually take it to mature markets in developed countries?

ABOUT INNOVATION FLOW

Innovation Flow is the science of growing Ideas / Inventions into Innovation. Innovation Flow provides a structured framework, systematic process and a portfolio of innovation tools to grow ideas into innovation.

The Innovation Flow Framework comprises of Four modules – (a) Focus - where the participants learn to understand the opportunity space and define the problems to be solved (2) Leap - where the participants learn to consciously move away from old ideas and allow new ideas (3) Orient - where the participants learn to incubate and make the idea work under the constraints and (4) What's next – where they learn to predict the technology and market evolution trends and plan for the next wave of Innovation.

The Innovation Flow Workshop is designed to help the participants to find the best information, tools, resources and strategies to help us utilize this powerful problem-solving and product development methodology in our organization.

PROGRAMME OUTLINE

- Understanding basic concepts of systematic innovation using a TRIZ-based approach
- Learn to implement a systematic process to:
 - Create innovative solutions to complex technological problems
 - Create strategic intellectual property around these innovative solutions
 - Grow strong technical ideas or breakthrough inventions into successful innovations



WHO IS IT FOR

- Inventors, Entrepreneurs, Corporate Strategists
- Product Planners and Technology Managers
- Professors and Students of Engineering and Management
- Scientists, Technology/IP Managers/Patent Professionals/ Innovation Officers

COURSE INCLUDES

- Course ware on restricted website including online compilation of information/resources
- Certificate of Participation
- Tea and lunch
- Free one-year reference membership for Venture Center Library

WORKSHOP SCHEDULE			
Timing	Duration	Session title	Speakers
0900-0915	15 min	Registration	
0915-0930	15 min	Introduction to the workshop	V. Premnath
0930-10.30	60 min	Session 1: Co-create a structured approach for growing ideas into innovations: <ul style="list-style-type: none"> • Innovation Skills for creating Insightful ideas • Building Value for the Customer 	Shankar M.V
10.30-10.45	15 min	Tea break	
10.45-13.00	135 min	Session 2: Focus- Explore Innovation Opportunity, Formulating Problems: Innovation probes, Function Maps	Shankar M.V
13.00-14.00	60 min	Lunch and group photograph	
14.00-15.00	60min	Session 3: Leap& Orient- Create Insightful Ideas Divergent Thinking - IFR-CREATE matrix	Shankar M.V
15.00-15.15	15 min	Tea break	
15.15-16.45	90 min	Session 4: What's next Predicting future technologies & market needs	Shankar M.V
16.45-17.00	15 min	Certificate distribution	V. Premnath, Shankar M.V

Speakers	
 <p>Shankar M.V</p>	<p>Shankar M.V</p> <p>Dr. Shankar M.V is a technology innovation leader. He is passionate about facilitating technology innovations in India. He excels in mentoring inventors to grow their ideas into innovations.</p> <p>Profile: Scientist and technology manager with strong technical expertise and experience in translating technical ideas into technology innovations. Experienced in identifying new technologies for potential business opportunities with a proven track record in 'Innovation for New Product Development'. Successful innovator track record with numerous granted patents, technical publications and presentations and the ability to lead global multi-functional teams with focus on delivery of business strategy. Technology scout for global ventures and business development.</p> <p>Education: Ph.D (IISc), Executive Management degree from IIM Bangalore</p> <p>Experience: 17 years of experience in Corporate R&D and Global Technology Organizations – GE, Dow, Honeywell and Cummins</p> <p>Awards:</p> <ul style="list-style-type: none"> • Eleven US patents and two award-winning New products • Recipient of GE's Edison Inventor awards • Innovation Excellence Award (GE) • Outstanding contribution to Innovation Award (Honeywell) • IISc best Thesis award and Gold Medal <p>Teaching</p> <ul style="list-style-type: none"> • Visiting Professor, Technology and Innovation Management, Symbiosis Institute for Business Management (SIBM, Pune) and IITs (Madras, Bombay, Gandhi Nagar)
 <p>Premnath Venugopalan</p>	<p>Premnath Venugopalan Head, NCL Innovations – the group within National Chemical Laboratory (NCL), Director- Venture Center</p> <p>Dr V Premnath is currently the Head, NCL Innovations – the group within National Chemical Laboratory (NCL) charged with the responsibility of championing the cause of technology innovation within NCL. Dr Premnath also provides leadership for the Intellectual Property Group at NCL – one of India's leading IP management groups based out of research institutions. Dr Premnath is also the Founding Director of the Venture Center – a technology business incubator on NCL campus. Dr Premnath is also the Founding Director of CSIR-Tech Pvt Ltd – a technology commercialization company. Dr Premnath is also a Scientist, Polymer Science & Engineering Division at NCL with an interest in technology development for biomedical products.</p> <p>B.Tech. from the Indian Institute of Technology - Bombay and a Ph.D. from the Massachusetts Institute of Technology, USA. He has also been a Chevening Technology Enterprise Fellow with the Centre for Scientific Enterprises, London Business School and Cambridge University, UK.</p>



ABOUT THE ORGANIZERS



IPFACE aims to promote awareness and adoption of intellectual property rights amongst entrepreneurs and MSMEs in India while also making accessible high-quality IP services and resources. IPFACE is a project of the Venture Center supported by the Ministry of Micro, Small and Medium Enterprises, Government of India and National Chemical Laboratory, Council of Scientific and Industrial Research, India.

For more information about IPFACE services, visit www.ipface.org

SUPPORTED BY



About Venture Center

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 & Technology's National Science & 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 & engineering. For more information, visit [HUhttp://www.venturecenter.co.in](http://www.venturecenter.co.in)/UH