

<b>2-Days Workshop on Innovation Flow -the science of flowing Ideas into Innovation</b>									
<b>LEARN</b>	Systematic Innovation methodologies like TRIZ, Design Thinking, Breakthrough Thinking, Innovative Problem Solving that are followed by global technology companies for Innovation and New Product Development. Learn a systematic innovative problem solving framework from a leading Innovation expert with international experience.								
<b>FOR WHOM</b>	<ul style="list-style-type: none"> <li>Scientists/ Individual Inventors and Technologists</li> <li>Technology/Innovation managers in Government R&amp;D centers, Industrial R&amp;D, Corporate R&amp;D and Technology start-ups</li> <li>Students / aspiring entrepreneurs with a strong interest in technology innovations and entrepreneurship</li> </ul>								
<b>WHEN</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Date</th> <th style="width: 50%;">Time</th> </tr> </thead> <tbody> <tr> <td><b>Day 1:</b> Saturday, 19<sup>th</sup> Jan 2013</td> <td>9:30am- 5:00 pm</td> </tr> <tr> <td><b>Day 2:</b> Sunday, 20<sup>th</sup> Jan 2013</td> <td>9:30am- 5:30 pm</td> </tr> </tbody> </table>	Date	Time	<b>Day 1:</b> Saturday, 19 <sup>th</sup> Jan 2013	9:30am- 5:00 pm	<b>Day 2:</b> Sunday, 20 <sup>th</sup> Jan 2013	9:30am- 5:30 pm		
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<b>WHERE</b>	E-classroom Venture Center 100 NCL Innovation Park Dr. Homi Bhabha Road, Pune-411008								
<b>CONTACT</b>	Miss. Lipika Biswas 100, NCL Innovation Park, Dr. Homi Bhabha Road Pune - 411008 Phone: +91-20-64011023/ 25865876 Email: <a href="mailto:eventsdesk@venturecenter.co.in">eventsdesk@venturecenter.co.in</a> Website: <a href="http://www.ipface.org">www.ipface.org</a> For registration: <a href="http://www.ipface.org/workshops.php">http://www.ipface.org/workshops.php</a>								
<b>COST</b>	<ul style="list-style-type: none"> <li><b>Early bird Discounts - Rs. 1000 off till January, 12<sup>th</sup> 2013</b></li> <li><b>Corporate Group of 10 persons: Rs 3000 discount (20% off)</b></li> <li><b>Corporate Group of 20 persons: Rs 6000 discount (40% off)</b></li> </ul> <p><i>Note: Members availing group discounts cannot avail early bird discounts. Corporate group discounts are applicable only to medium and large companies.</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tbody> <tr> <td>Medium and large companies:</td> <td>Rs 15,000</td> </tr> <tr> <td>Micro and small enterprises/ individuals:</td> <td>Rs 8500</td> </tr> <tr> <td>Non- profits/ universities:</td> <td>Rs. 7500</td> </tr> <tr> <td>Students with valid ID card:</td> <td>Rs 5000</td> </tr> </tbody> </table> <p><b>Hurry!! Limited seats!!</b> <b>All registrations close by January, 17<sup>th</sup> 2013</b></p>	Medium and large companies:	Rs 15,000	Micro and small enterprises/ individuals:	Rs 8500	Non- profits/ universities:	Rs. 7500	Students with valid ID card:	Rs 5000
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## INTRODUCTION

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?

## 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.

### OBJECTIVE

Learn the 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?

- Scientists/ Individual Inventors and Technologists
- Technology/Innovation managers in Government R&D centers, Industrial R&D, Corporate R&D and Technology start-ups
- Students / aspiring entrepreneurs with a strong interest in technology innovations and entrepreneurship

### COURSE INCLUDES

Course includes:

- Pre-reading material
- Course Handouts
- Online access to lite version of Thatva Innovation Platform for one week
- Free reference membership for Venture Center Library
- Certificate of participation
- Lunch/tea/coffee

## WORKSHOP SCHEDULE

Date	Timing	Session Title	Duration	Tools & Techniques
Day 1	09.30-11.00	Introduction and Session plan	90 min	Innovation Skills for creating Insightful ideas
		Innovation Flow framework- Co-create a structured approach for growing ideas into innovations		
	11.00-11.30	Tea	30 min	
	11.30-13.00	Innovation Flow framework- Co-create a structured approach for growing ideas into innovations	90 min	Building Value for Customer, exploring Path to Market
	13.00-14.00	Lunch	60 min	
	14.00- 15.30	Focus- Explore Innovation Opportunity, Formulating Problems	90 min	Innovation probes, Function Maps
	15.30- 16.00	Tea	30 min	
	16.00- 17.00	Focus- Explore Innovation Opportunity, Formulating Problems	60 min	TRIZ Contradiction
Day 2	9.30- 11.00	Leap- Create Insightful Ideas	90 min	Divergent Thinking - IFR-SCAMMPER matrix
	11.00-11.30	Tea	30 min	
	11.30- 13.00	Leap- Create Insightful Ideas	90 min	TRIZ Brainstorming
	13.00-14.00	Lunch	60 min	
	14.00-15.30	Orient- Build Innovative Solutions	90 min	Convergent Thinking - Four Filters, TRIZ Contradiction Matrix
	15.30- 16.00	Tea	30 min	
	16.00- 17.00	What's Next- Planning for Future Trends	60 min	Technology / Market Evolution Trends
	17.00- 17.30	Q & A & Certificate distribution	30 min	

## FACULTY



**Dr. Shankar M.V**

**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.

**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.

**Education:** Ph.D (IISc), Executive Management degree from IIM Bangalore

**Experience:** 15 years of experience in Corporate R&D and Global Technology Organizations - GE, Dow, Honeywell and Cummins

**Awards:**

- Eleven US patents and one award-winning New product
- Recipient of GE's Edison Inventor awards
- Innovation Excellence Award (GE)
- Edison Excellence in Teaching Award (GE)
- Outstanding contribution to Innovation Award (Honeywell)
- IISc best Thesis award and Gold Medal

**Teaching**

- Visiting Professor, Technology and Innovation Management, Symbiosis Institute for Business Management (SIBM, Pune) and IITs (Madras, Bombay, Gandhi Nagar)

## ABOUT IPFACE



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](http://www.ipface.org)**

## ABOUT SSQUARE INNOVATIONS SOFTLABS PVT LTD

SSquare Innovations Softlabs Pvt Ltd (Bangalore) is well known for its products that enable business growth through technology innovation in large enterprises. Thatva is an Innovation platform which is based on the principle of striking a balance between creative freedom and execution discipline. Thatva provides a systematic approach to growing ideas into innovations. SSquare Innovations Softlabs Pvt Ltd is privileged to be led and guided by some of the foremost Specialists in the fields of Innovation, Design, NPD, Management and Technology Consulting.

([thatva.com](http://thatva.com))

**For more information, visit [www.thatva.com](http://www.thatva.com)**