



Churning Sparks, Creating Stories

3-in-1
Coaching / Consulting
on
**Innovation Thinking,
Entrepreneurship &
Intellectual Property**

An Initiative
by
IIT/IIM alumnus
&
Industry Experts





INNOVATION360 FOR ENGINEERS (AI TRACK)

INDICATIVE TOPIC COVERAGE

This may vary marginally as per batch and mentor's mutual need assessment

- **Introductory Module(1 session):** career options as innovation manager, innovation officer, design thinking, patent engineer, patent analyst, patent agent, start-up analyst, investor, entrepreneur-in-residence and many more
- **Innovation Thinking (Ideation) Module(2 sessions):** ideation strategies, top-down and bottom-up innovation, proactive and reactive innovation, incremental and radical innovation, product and process innovation, innovation adoption life-cycle, techno-business convergence – among others
- **Intellectual Property Rights Module(2 sessions):** innovation protection and intellectual property rights, IPR as competition deterrence, different types of IPR, when and how to deal with IPR, concepts of patent litigation, enforcement, licensing, IPR portfolio maintenance – among others
- **Entrepreneurship Module(2 sessions):** milestone planning from ideation to launch, competition landscaping, fund infusion strategies, feature ordering strategies, product-market fit analysis, marketing/promotion/launch strategies, customer acquisition strategies, investor discussion strategies – among others
- **Innovation on AI/DS Module (5 Sessions):** Data Science/AI technology stack and its mapping with application space, step-by-step development of Innovative Idea onto AI/DS based solution, handling incremental and radical innovation use cases, critical scenarios to avoid, case studies for design thinking among others



STANDARD GUIDELINES/TERMS AND CONDITIONS

- All payments made are non-refundable except for the case if batch doesn't commence for operational reasons (full refund will be made in such)
- All classes will be live online interaction between domain experts and students – typical frequency will be weekly (unless mentioned specifically). Batch sizes are kept small intentionally to increase scope of interaction.
- Slot will be attempted to keep same every week (same as starting one) – in case of unavoidable circumstances and/or overlap with holidays, it'll be shifted to alternate days but same time as much as possible. Invite for sessions (currently in zoom) will be sent at least 2 days before scheduled start date/time.
- Learners are advised to check email on joining link etc and join the session at scheduled time. Sessions will be conducted using standard platforms like zoom/google meet/webex etc. Exact platform will be notified before commencement of a batch.
- Some of the session details/materials may be available within the portal – information will be sent through email/WhatsApp distribution list time to time irrespective of portal capture.
- Course completion e-certificate will be issued to all participants subjected to 70% attendance in course.
- Learning modules are workshop style and practical situation oriented from domain experts. Emphasis is not on a great collection of slides but concepts/interactions/doubt clearing to make learners innovative.
- Learner's are requested to be interactive and make personal notes after each session to get maximum value out of it.
- A brief content notes for the overall course will be sent to all participants towards end of course. This is not exhaustive in nature and just to capture key points.
- Total number of sessions indicated may vary +/- 1 as per real situation in a batch.
- Individual request for preferred date/time for classes can not be accommodated for operational reasons.
- A feedback survey will be triggered at end of course to capture general feedback and improvement suggestions, other course requests etc
- Any difficulty in registration process/session related technical issues can be reported by email: germentor@impactlife.in. We'll revert as quickly as possible to address this.



MENTOR PROFILES

Not all mentors may be available in all batches – subject to availability



Sourav Saha is an accomplished technical leader, innovator and mentor. He has 14+ years of Semiconductor R&D and Innovation management experience with global MNCs (Intel, Qualcomm, ARM, IBM among others) and also hold 50+ US granted patents and a number of IEEE publications/tutorials. He has a Masters in Solid State Electronics from IITR before hand. He also has multiple collaborative engagements with start-ups for new product concept introduction. He was selected in IES (AIR 25) prior joining industry. A passionate mentor and consultant in the area of ideation, intellectual property and start-ups, he co-founded ImpactLife Solutions, *operating out of Bangalore* to drive innovation and other socio-tech initiatives to improve quality of life for different society segment. He is also associated with National Law School Bangalore for PG program on IPR.

Neha Goyal is an experienced patent consultant with 13+ years experience covering range of mechanical and core engineering as well as life sciences. Academically, she holds a M.Sc (Bioinformatics) [Gold medallist] followed by PG program in IPR. She handled wide range of patent search and drafting assignments for prestigious clients at US, EP and APAC jurisdiction. She serves as jury member of different innovation contests and interviewed by FM brands for her innovation initiatives. She also runs a firm Ideas2Patents, *operating out of New Delhi* for inclusive promotion of innovation across society.



Subhodeep Dey is a young and passionate researcher in the area of AI/DS/ML domain. He holds his Masters in CS from IIT Kharagpur and currently pursuing his PhD in IIT Hyderabad – both in Machine Learning and Natural Language Processing domain. He also served Flipkart as Data Scientist between his Masters and PhD and holds multiple IEEE publications in this space.