



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 GRADE VIII-XII

INDICATIVE TOPIC COVERAGE

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

- **Innovation Thinking (Ideation) Module(3 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(3 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(3 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*



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



Sourav Saha is an accomplished technical leader, innovator and mentor. He has 15+ years of Semiconductor R&D and Innovation management experience with global MNCs (Intel, Qualcomm, ARM, IBM among others) as well as stealth mode start-ups. Sourav holds 50+ US granted patents in Semiconductor/EDA space till date. He did Masters in Solid State Electronics from IITR and was selected in prestigious IES Exam (ECE/2003) with AIR-25 prior joining industry.

He has multiple engagements with start-ups for ideation of new products/solutions. During his corporate stint, Sourav handled multiple innovation management initiatives and org-setup issues across geographies. He completed a range of innovation and intrapreneurship management related corporate and external trainings in last 5 years.

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 few other socio-tech initiatives to improve quality of life for different society segment. He is also currently associated with National Law School Bangalore for PG program on IPR.