



Gandhinagar Institute of Technology

A Report on “Talk-From your Ph.D./ Masters Thesis to a start-up” 23rd April 2021

Objective:

Ministry of Education (MoE) had organized this talk to convince attendees that their skills (tenacity, focus, contextual awareness, persistence) are valuable to be an entrepreneur. Also, Focus was on overview of useful tools to embark journey towards entrepreneur.

Introduction:

Ministry of Education (MoE) had organized a talk entitled “From your Ph.D./ Masters Thesis to a start-up” for Higher Education Institutions (HEIs) on 23rd April 2021. The talk was organized for faculty members, PhD and master pursuing students. The session was useful regarding business ideas from PhD research and encouragement for startups. More than 50 faculties and 25 master students from Gandhinagar Institute of Technology had attended this MIC driven talk. The function started with the welcome speech and introduction of keynote speakers. The keynote speaker Dr. Anand Deshpande, Founder and CMD, Persistent Systems delivered very informative contents. Prof Anil D. Sahashrabuddhe, Chairman, AICTE was the session chair in the talk. Dr. M.P. Poonia, Vice-Chairman, AICTE, Prof. Rajive Kumar, Member Secretary, AICTE and Dr. Abhay Jere, Chief Innovation Officer, MoE’s Innovation Cell were guest of honour of the talk.

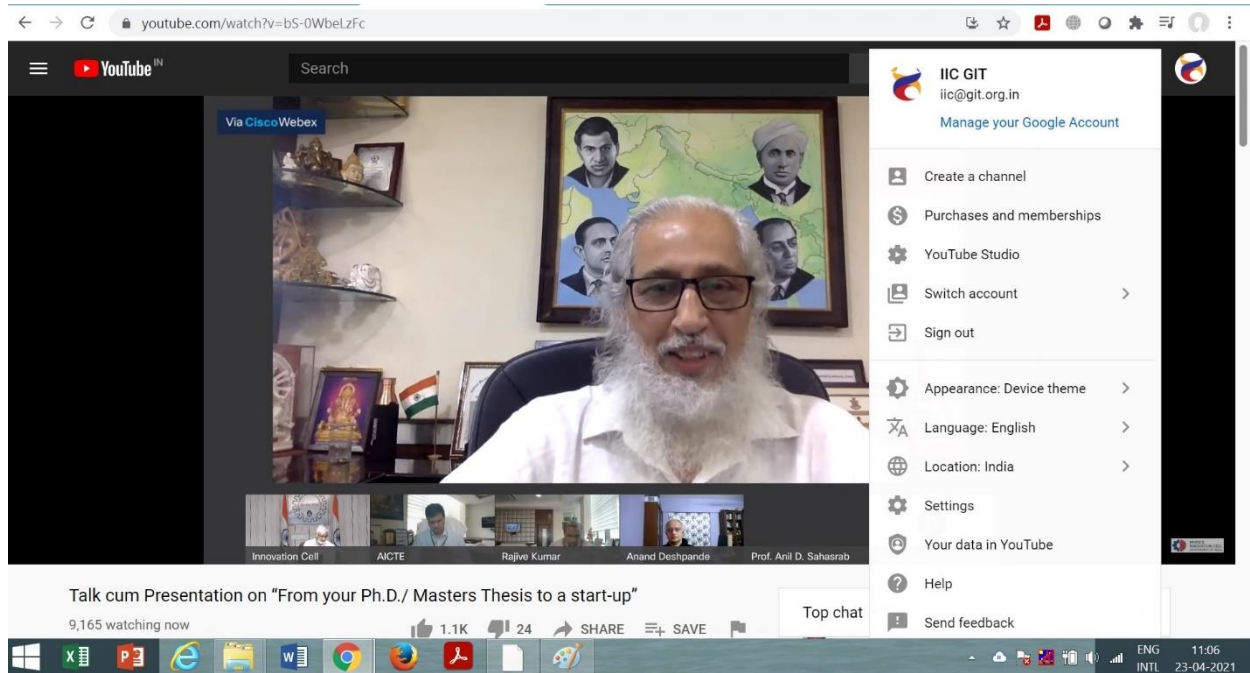
Dr. Anand Deshpande had elaborated startup related contents with some examples i.e. Milkshake. It was a very interesting session that was guided with extremely rich content, resources and also very well personnel and examples for thinking from research to becoming an entrepreneur.

The lean process, BMC and AGILE process that work together for knowing exactly what customers want and also to check validation of business. The ideas from book "Beyond The Summit" are really useful in normal life as well. Also the book "What the CEO Wants" example was nice.

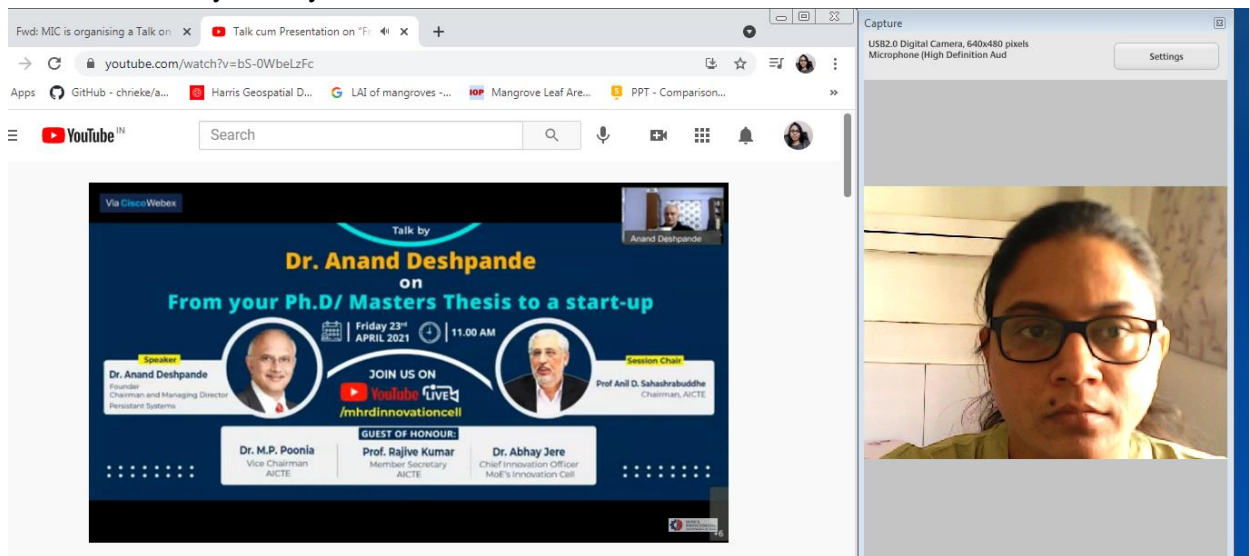
The MIC driven activity was circulated by the Gandhinagar Institute of Technology IIC committee to all the faculty members, PhD and master pursuing students. We have received great response and feedback from all the attendees.

Photo Gallery:

- Talk attended by the GIT IIC committee



- Talk attended by Faculty Members



youtube.com/watch?v=bS-0WbelZFc

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Top chat

- Shashi Bhushan good morning to all
- John Christopher John Christopher G D20CM079 PATRICIAN COLLEGE OF ARTS AND SCIENCE
- Paulmathew Louies Paul Mathew Louies (E20EM004) BSc EM patrician.college of arts and science
- Sidhu T.S. Sidhu, Asst Prof/ECE, C Abdul Hakem College of Engineering and

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youtube.com

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Via CiscoWebex

four years ago, I took a group of MBA students to an open-air market near Managua, Nicaragua. There merchants (almost all women) sold everything from pineapples to shirts and necklaces.

We approached a woman selling clothing in a small shop, and I asked her how she got the money to pay for her merchandise. She said she borrowed it, paying 2.5 percent interest a month. One fast-thinking student did the math—2.5 percent multiplied by twelve months—and announced that the interest rate was a whopping 30 percent a year. The woman gave me a disapproving look and said in Spanish that the student was wrong. Compounded month to month, the rate was actually 34 percent annually.

How much margin did she make? Just 10 percent. So how could she survive borrowing money from loan sharks charging 34 percent a year? We had to ask.

Annoyed by the stupidity of the question, she made several sweeping circular motions through the air. Her gesture meant rotation—rotation of inventory or turning the stock over.

She knew intuitively that earning a good return had two ingredients—profit margin and velocity. If she sold a blouse for \$10, she made just \$1 in profit. To pay the interest on the loan and to restock her cart, she had to sell her wares again and again during the day. The more she sold, the more “10 percents” she accumulated.

The word “velocity” is a combination of speed, turnover, and a factory and becoming finished products, and think of those finished products moving off the shelves to the customer. That’s velocity.

Charan, Ram. What the CEO Wants You to Know (pp. 30-33). Random House. Kindle Edition.

Top chat

MHRD Innovation Cell | Participants kindly ask your question in the chat

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Incognito

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Talk by

Dr. Anand Deshpande
on
From your Ph.D/ Masters Thesis to a start-up

Friday 23rd APRIL 2021 | 11.00 AM

Speaker: **Dr. Anand Deshpande**
Founder, Chairman and Managing Director, Assistant Systems.

Session Chair: **Prof Anil D. Sahasrabudhe**
Chairman, AICTE.

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/mhrdinnovationcell


GUEST OF HONOUR:

- Dr. M.P. Poonia**
Vice Chairman, AICTE
- Prof. Rajive Kumar**
Member Secretary, AICTE
- Dr. Abhay Jere**
Chief Innovation Officer, MoE's Innovation Cell

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Clayton Christiansen

People don't simply buy products or services, they 'hire' them to make progress in specific circumstances. #JobsToBeDone

Talk cum Presentation on "From your Ph.D./ Masters Thesis to a start-up"

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2.3K 62 SHARE SAVE

Top chat

MHRD Innovation Cell Participants kindly a...

- Himanshu Singh Himanshu Singh/ C.V
- Chintan Barewala Informative session with examples., Prof. Chintan Barewala, Gandhinagar Institute of Technology, Gandhinagar, Gujarat.
- priyadharshini ramesh priyadharshini. R 1st year BBA Dkm women college
- Naveen Sharma good morning
- Pragadeesh Lakshimanan Pragadeesh L III yr IT JIT
- Yash Gupta Good morning sir
- kokila S. Priyanka.S from DKM college for women , Vellore from the department of chemistry
- Vivek Kumar Vivek Kumar from Swami Vivekananda Subhtrati University Meerut, Uttar Pradesh

Chintan Barewala Say something...

9/200

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• Talk attended by Students

11:07 17% 10:48

Via Cisco Webex

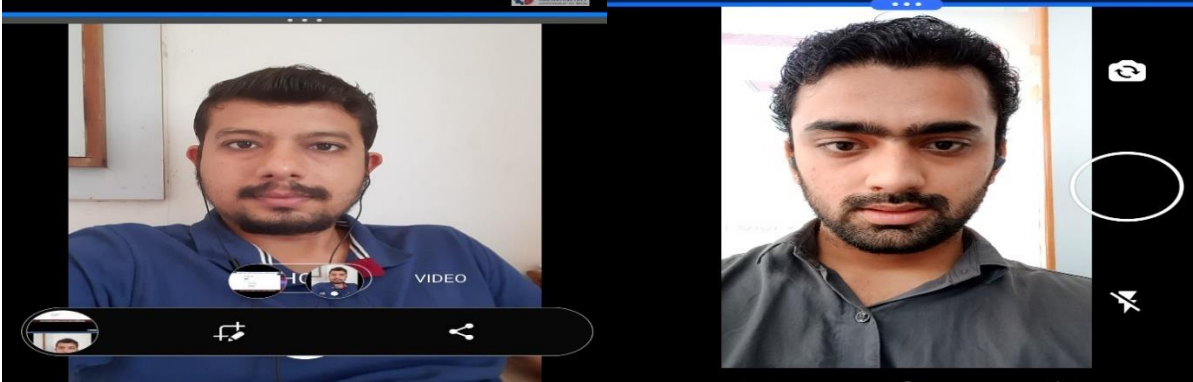
From your Thesis to a Start-Up
Some suggestions on how to go about it!

Anand Deshpande, Ph.D. (anand@persistent.com)
Persistent Systems Limited, deAsra Foundation

Dr. Anand Deshpande
Friday 23rd April, 2021 | 11:00 AM

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Dr. M.S. Poonia, Prof. Rajeev Kumar, Dr. Abhay Jere



VIDEO

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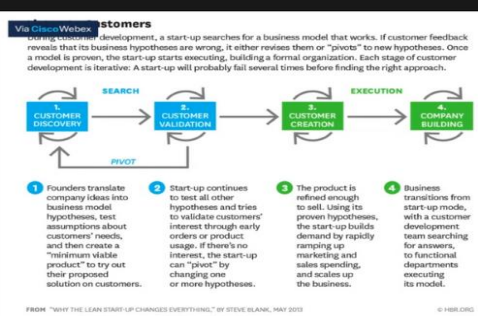
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Via Cisco Webex

Customers

During customer development, a start-up searches for a business model that works. If customer feedback reveals that its business hypotheses are wrong, it either revises them or "pivots" to new hypotheses. Once a model is proven, the start-up starts executing, building a formal organization. Each stage of customer development is iterative: A start-up will probably fail several times before finding the right approach.



1. Founders translate company ideas into business model hypotheses and tries assumptions about customers' needs, and then create a "minimum viable product" to try out their proposed solution on customers.

2. Start-up continues to test all other hypotheses and tries to validate customers' interest through early orders or product usage. If there's no interest, the start-up can "pivot" by changing one or more hypotheses.

3. The product is refined enough to sell. Using its proven hypotheses, the start-up builds demand by rapidly ramping up marketing and sales spending, and scales up the business.

4. Business transitions from start-up mode, with a customer development team searching for answers, to functional departments executing its model.

Search

1. Is this a problem?
2. Is this the solution?
3. Can we sell this solution?

Execution

4. Can we repeat selling this solution
5. Can we scale our business?

FROM "WHY THE LEAN START-UP CHANGES EVERYTHING," BY STEVE BLANK, MAY 2010 © HBR.ORG

Talk cum Presentation on "From your Ph.D./ Masters Thesis to a start-up"

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Top chat

Mageshkumar Gunasekar Mageshkumar G, AP-ECE, KEC.

ishrath sabah Ishrath Sabah c, msc botany student, MES ASMABI COLLEGE, KODNAGALLOR, KERALA.

Mary Backiyam Mary Backiyam.P.D20CA048, patrician college arts & science , chennai

Maharshi Solanki Say something...