



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:

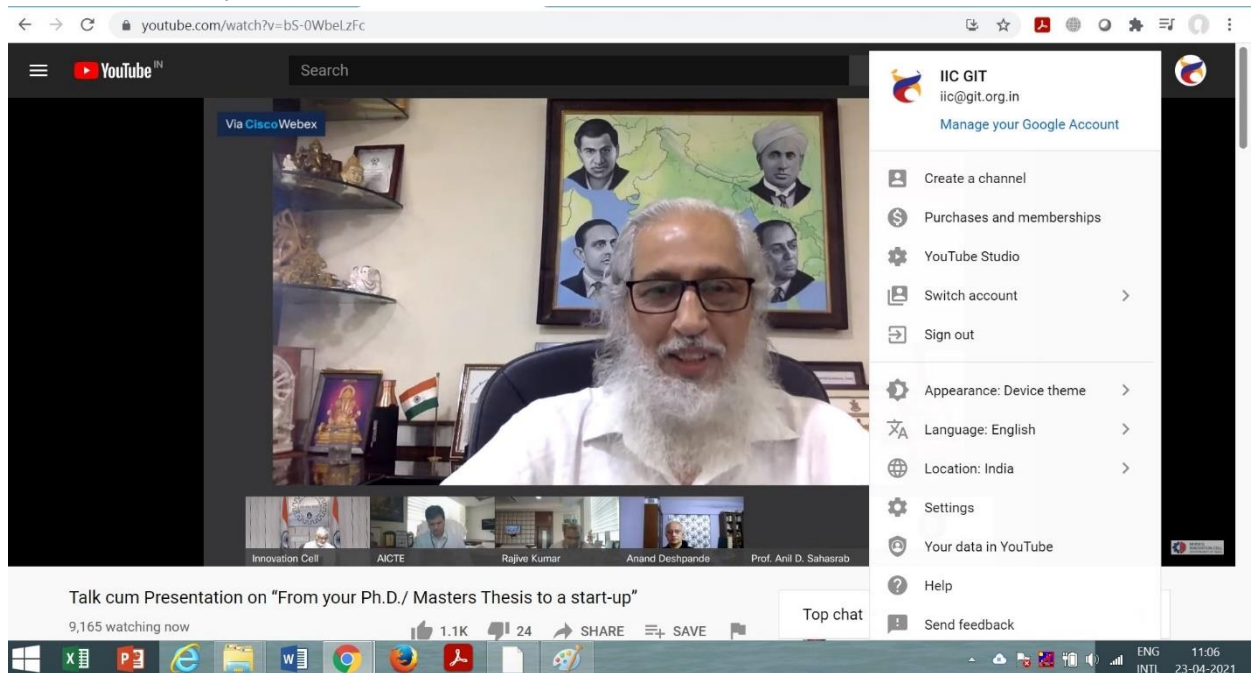
Ministry of Education (MoE) had organized a talk entitled “From your Ph.D./ Masters Thesis to a start-up” for Higher Education Institutions (HEIs) on 23rd April 2021. The talk was organized for faculty members, PhD and master pursuing students. The session was useful regarding business ideas from PhD 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.

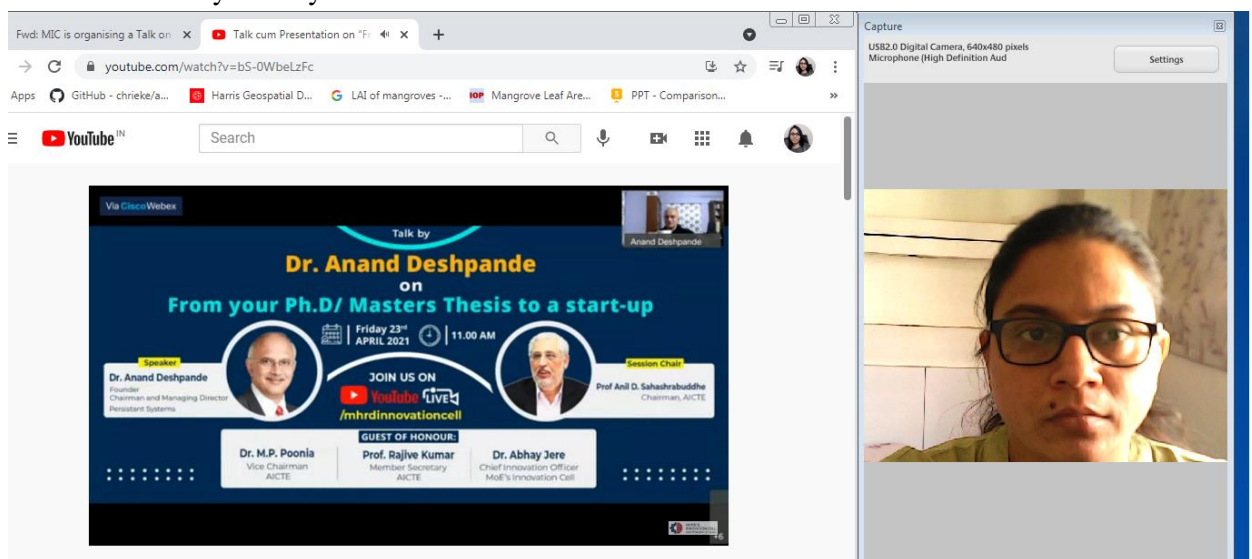
The MIC driven activity was circulated by the Gandhinagar Institute of Technology IIC committee to all the faculty members, PhD and master pursuing students. We have received great response and feedback from all the attendees.

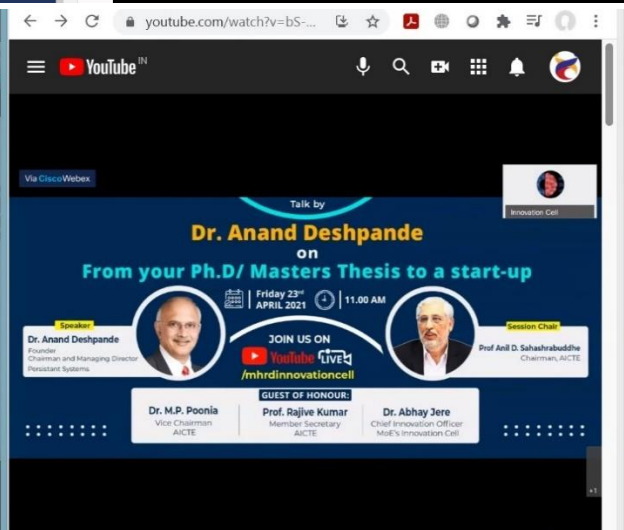
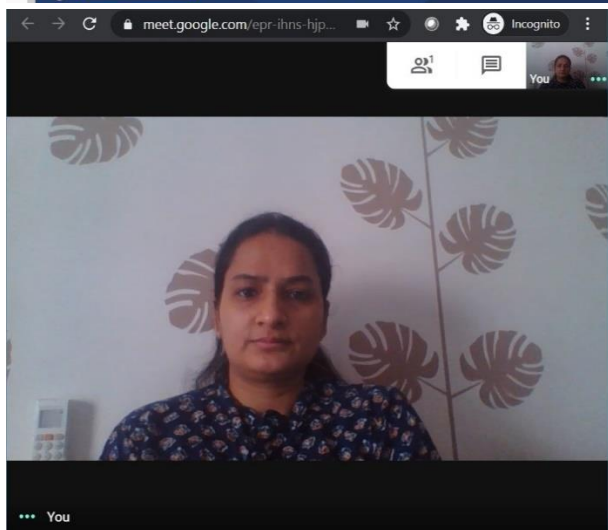
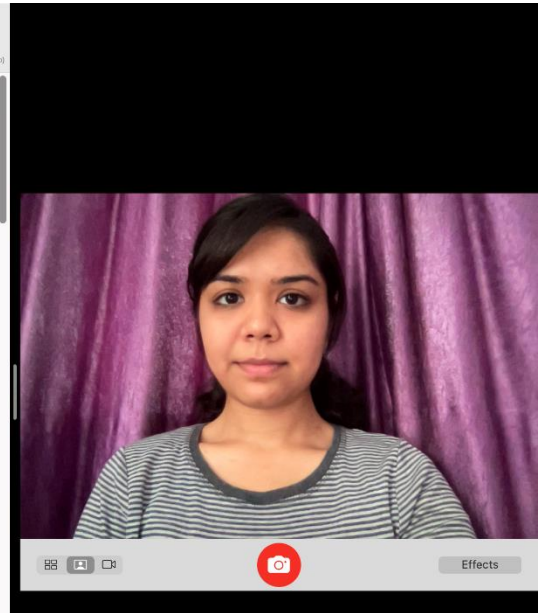
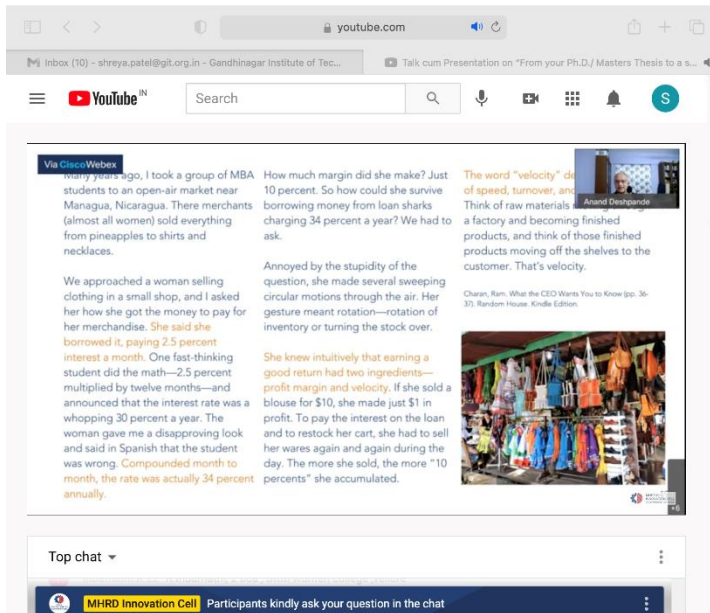
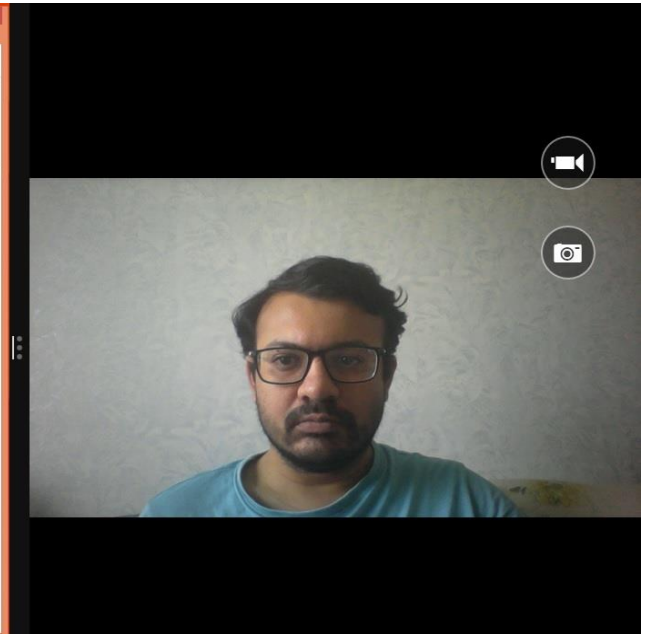
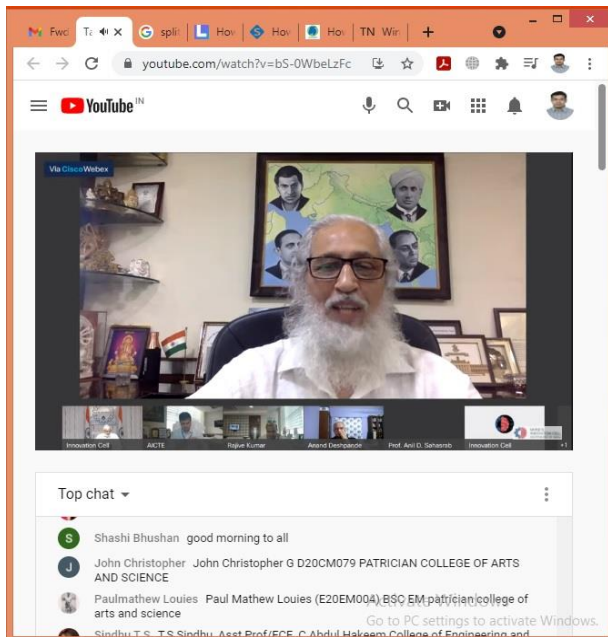
Photo Gallery:

- Talk attended by the GIT IIC committee



- Talk attended by Faculty Members





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Via Cisco Webex

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 Barelwala Informative session with examples, Prof. Chintan Barelwala Gandhinagar Institute of Technology, Gandhinagar, Gujarat.

Priyadharshini ramesh priyadharshini. R 1st year BBA Dkm women college

Naveen Sharma good morning

Pragadeesh Lakshmanan 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 Subhatri University Meerut, Uttar Pradesh

Chintan Barelwala Say something...

0/200

11:31 23-04-2021

• Talk attended by Students

11:07 10:48 17%

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

Talk by
Dr. Anand Deshpande
From your Ph.D/ Masters Thesis to a start-up
Friday 23rd April, 2021 11:00 AM
JOIN US ON
#mhrdinnovationcell

Dr. Anand Deshpande Professor and Managing Director, Persistent Systems
Prof. Anil D. Sahasrabudhe Head, MHRD Innovation Cell

Dr. M.S. Poonia Vice-Chancellor, ANITS
Prof. Rajeev Kumar Secretary, ANITS
Dr. Abhay Jere Chief Innovation Officer, ANITS

VIDEO

youtube.com/watch?v=b5-0WbelZFc&ab_channel=MHRDInnovationCell

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Customers
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 CUSTOMER DISCOVERY 2 CUSTOMER VALIDATION 3 CUSTOMER CREATION 4 COMPANY BUILDING

1 Founders translate company ideas into business model hypotheses, test 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?

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

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2K 51 SHARE SAVE

Top chat

Magesh Kumar Gunasekar Magesh Kumar 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...