



14th June 2021

Report for Session on “Building an Innovation/ product fit for market”

As part of quarter 4 activity of the Institute’s Innovation Cell (IIC) of Indian Institute of Information technology, Nagpur, a session was organized on “Building an Innovation/ product fit for market” on 13th June 2021. The details of invited speaker are as follows:

Speaker: Mr. Akash Ambulkar

Designation: Electronic Systems Technical Specialist (Hardware Design Technical Lead)

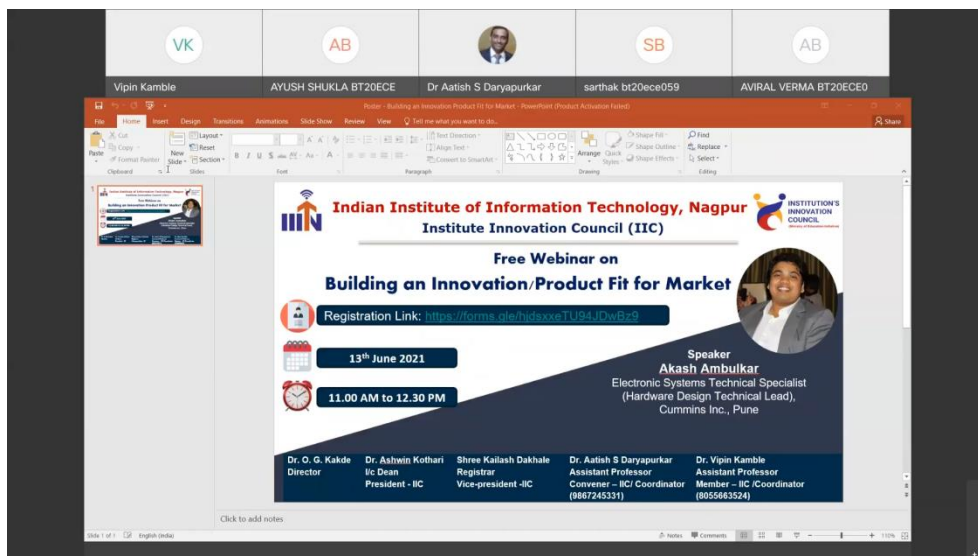
Company: Cummins Inc. (Pune)

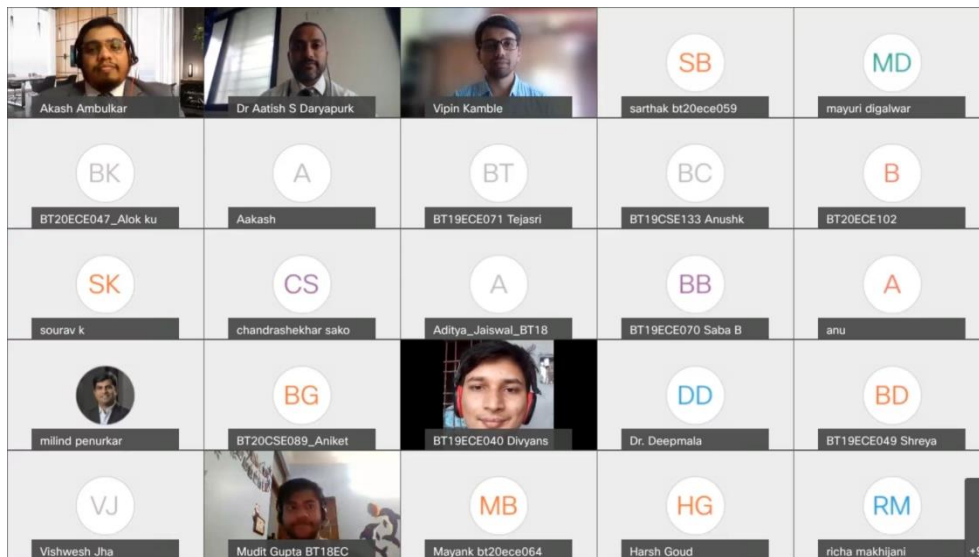
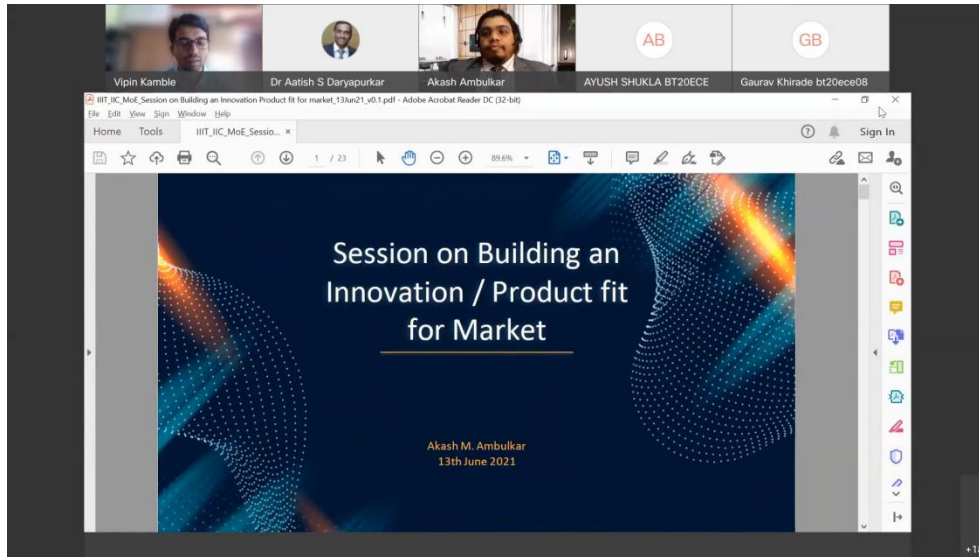
Experience: 10 years in electronic hardware and product development

The session received 145 registrations from students and faculty from IIIT Nagpur as well as other academic institutions. Few of industry persons also registered for the session. The session covered the following points:

- Determining target customer
- Identifying customer needs
- Defining value proposition
- Specifying minimum viable product feature set
- Creating minimum viable product prototype
- Testing minimum viable product with customers

Following are some of the photographs of the session:





A short video from the session is also uploaded on the social media channels of the institute. Links to the video are as follows:

YouTube: <https://www.youtube.com/watch?v=LLrBXwPI-oI>

Twitter: https://twitter.com/IIITN_OFFICIAL/status/1408009188756787205

Linkedin: https://www.linkedin.com/posts/iiitnofficial_session-on-building-an-innovationproduct-activity-6811501303496249344-Q7VJ

The session provided key insights into the product development and helped the participants understand the intricacies for converting an innovation to a product that is fit for market.

Institute's Innovation Cell (IIC),
Indian Institute of Information technology, Nagpur.