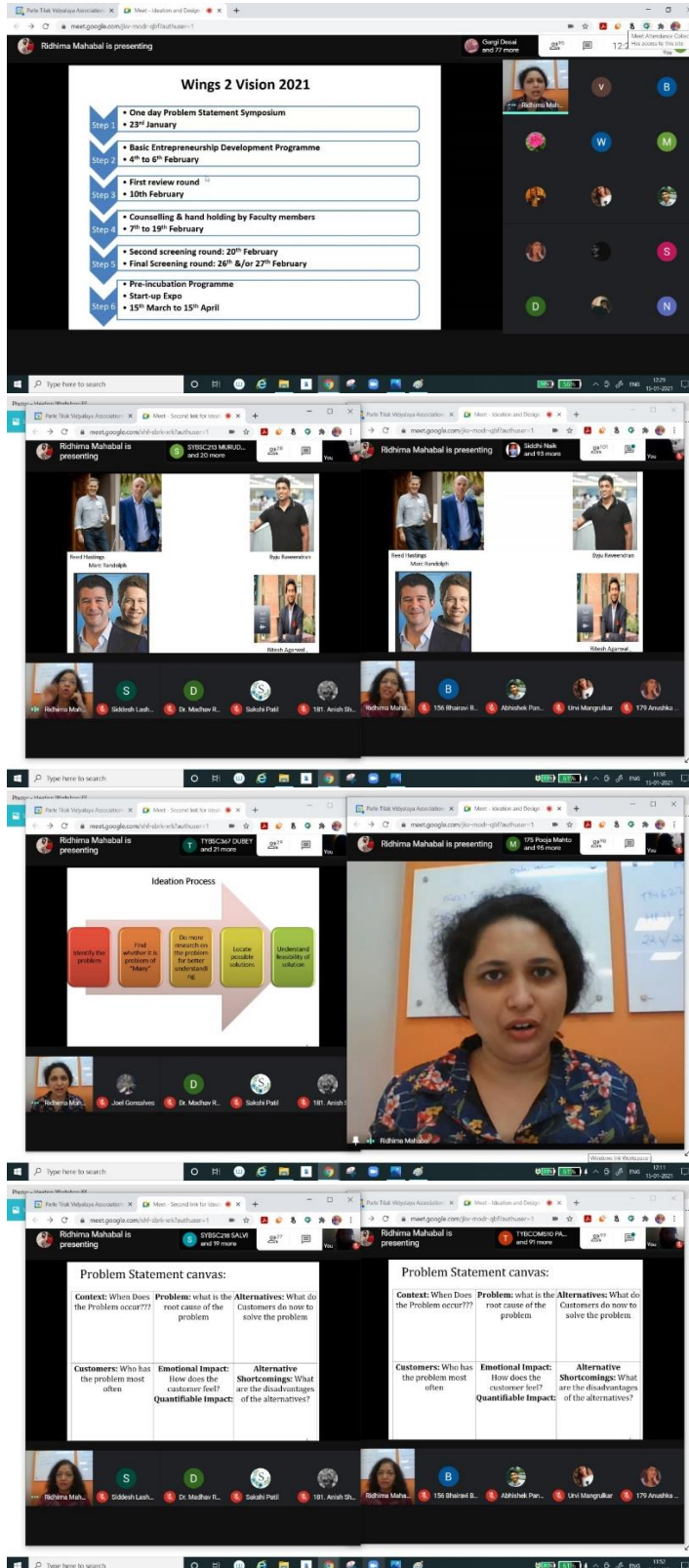


## Ideation and design thinking session: Sathaye college

Date: 15<sup>th</sup> January, 2021



**Wings 2 Vision 2021**

- Step 1: One day Problem Statement Symposium  
23<sup>rd</sup> January
- Step 2: Basic Entrepreneurship Development Programme  
4<sup>th</sup> to 6<sup>th</sup> February
- Step 3: First review round  
10<sup>th</sup> February
- Step 4: Counselling & hand holding by Faculty members  
7<sup>th</sup> to 19<sup>th</sup> February
- Step 5: Second screening round: 20<sup>th</sup> February  
Final Screening round: 26<sup>th</sup> &/or 27<sup>th</sup> February
- Step 6: Pre-incubation Programme  
Start-up Expo  
15<sup>th</sup> March to 15<sup>th</sup> April

**Ideation Process**

- Identify the problem
- Find whether it's a problem of "Many"
- Do more research on the problem for better understanding
- Locate possible solutions
- Understand feasibility of solution

**Problem Statement canvas:**

Context: When Does the Problem occur???	Problem: what is the root cause of the problem	Alternatives: What do Customers do now to solve the problem.
Customers: Who has the problem most often	Emotional Impact: How does the customer feel?	Alternative Shortcomings: What are the disadvantages of the alternatives?
Quantifiable Impact:		



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