

29th January 2022 – Design Thinking workshop by Mr. Abhijeet Thosar for MBA IEV students

Objective: To impart knowledge to the audience about design thinking concepts, its benefits and uses in developing business ideas with relevance to the customer.

Benefit: The participants got a fair idea of constructing a customer centric business model by providing them insights on components and benefits of design thinking.

Description: Abhijeet Thosar, Product Design leader, VMware, conducted a two-sessions workshop on **Entrepreneurship & Design Thinking** for PTVAIM students on 29th January & 5th February, 2022. Participants got an understanding of customer centric business and relevant models.

Report on Webinar on ‘Entrepreneurship & Design Thinking’.

Abhijeet Thosar, Product Design leader VMware, and adjunct faculty in Entrepreneurship and Product Design at Stanford University conducted the workshop on **Entrepreneurship & Design Thinking** for PTVAIM students on 29th January, 2022 & 5th February 2022. Students of MBA-IEV course and pre-incubatees of PTVAIM’s incubation centre were also a part of the session. The session was aimed at imparting knowledge to the audience about design thinking concepts, its benefits and uses in developing business ideas with relevance to the customer.

At the outset, sir discussed the importance of design thinking and innovative approach among participants. He highlighted the core concepts of design thinking and the approach of making better business models. He discussed them as follows:

Design thinking, its elements and their uses. He shared his resources on design thinking, why it is useful, how it works, divergent and convergent thinking. He also gave a clear idea of design thinking process, lean start-up, agile and measuring impacts. Towards the end of the session, he provided tasks on creating vision, mission, formulating an innovation story and a great value proposition.

The participants got a clear route ahead and an understanding of design thinking values and its uses in their own start-ups. In his second session sir asked students to present their vision and mission boards. He explained core concept of Customer Journey Mapping, He then elaborated on Ideation, Prototyping, and Testing with the help of examples and case studies. Sir explained the idea behind formulating a Minimum Viable Product (MVP). He explained how making an MVP was a crucial stage in validation process. Sir gave various in-class exercises to the students and checked their results.

It was an exciting workshop and the attendees learnt a lot from him.



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