

## Session on Introduction, Ideation, and idea validation

### Objective:

- To explain participants about flow of Pre-incubation programme.
- To train participants identify a problem and to turn their solutions into marketable businesses.

### Benefits:

- Participants understood the flow of Pre-Incubation programme.
- Participants understood how to turn their solutions into marketable businesses.

### Description:

PTVAIM's Centre of Entrepreneurship & Innovation (COEI) organised a 'Session on Introduction, Ideation, and idea validation' facilitated by Smt. Sukruta Pehthe, Incharge of PTVAIM's Centre of Entrepreneurship & Innovation on 18<sup>th</sup> July 2023 from 1:30 PM to 3:30 PM. There were 10 participants attending the session.

### Report on Session on Introduction, Ideation, and idea validation


PTVAIM's Centre of Entrepreneurship & Innovation (COEI) organised a 'Session on Introduction, Ideation, and idea validation' facilitated by Smt. Sukruta Pehthe, Incharge of PTVAIM's Centre of Entrepreneurship & Innovation on 18<sup>th</sup> July 2023 from 1:30 PM to 3:30 PM. There were 10 participants attending the session.

Smt. Sukruta Pathe, President of PTVAIM's IIC began the session with brief explanation about the objective and flow of pre-incubation program. She mentioned that the programme includes 10 informative sessions, one to one mentoring session and at the end participants are supposed to present their idea to Advisory council of PTVAIM's Centre of Entrepreneurship and Innovation. After that Smt. Sukruta ma'am started an introduction to the concept of design thinking, critical thinking, ideation and how to notice the problems around them. Concepts were explained via audio-visuals and real-life examples were used to make it exciting. They were taught about problem-solving and how to create innovative ideas for the same. She went into details regarding business and how to turn the ideas into profit, also using real-life examples. The students were taught about Business sense and how figure out if an idea was marketable.

At the end, Smt. Sukruta Pathe ask participants to brainstorm on any problems they might've encountered in their daily lives. Then she had them devise solutions for the same. Session was successfully ended at 3:30 PM.

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