



Event Report on 1st Workshop/Training Program under BRTC Program at CSIR-NEIST, Jorhat, Assam

Event Topic: Nuts and Bolts of Innovation & Entrepreneurship: Training series on “Building & Translating Innovative Ideas”.

Date:19th - 20th September 2019 **Time:**09:00-18:00 **Venue:** CSIR-NEIST, Jorhat, Assam

BIRAC Regional Techno-entrepreneurship Promotion Center (BRTC) established at KIITTBI-Bio-NEST, vision is to promote innovation and entrepreneurship across East and North East.

Goal:The goal of the two-day structured training program was to impart bio-entrepreneurs necessary knowledge and skill sets for transforming innovative ideas into successful & sustainable ventures. The sessions will enable and empower bio-entrepreneurs through business and technology advice and mentorship covering wide aspects of ideation, prototyping, product development, business plan & Go-to Market strategies.

Partnering Institutes: CSIR-NEIST, Assam Agriculture University-Jorhat, Assam Women’s University- Jorhat, Kaziranga University-Jorhat, National Institute of Design-Jorhat, Jorhat Engineering College, Rain Forest Research Institute-Jorhat, Tezpur University, Central Muga Eri Research Training Institute-Jorhat, Jorhat Institute of Science & Technology and Tocklai Tea Research Institute.

Participants: Approximately, 70 Innovators and early stage startups working on various realms of life sciences participated. Few Applicants of Biotechnology Ignition Grant (15th Call) from Assam also attended the training workshop.

Mentors:

- Dr. Kaustubh Dhargalkar, Founder-Potentials & Possibilities as Design Mentor
- Mr. Rajeev Aiyappa, Partner, Plataforma Capital, Singapore as Investor
- Dr. S. Shriram, Senior VP, Jananom Pvt Ltd for Business strategy

Agenda:

Day 1

- 0900-0930h** Registration
- 0930-0945h** Inaugural address by Dr. G N Sastry, Director, NEIST-Jorhat
- 0945-1000h** About the program & expected outcome: Dr. MrutyunjaySuar, CEO-KIIT TBI
- 1000-1030h** Self introduction
- 1030-1130h** Define Problem statement & Ideation
Dr. S. Shriram, Senior VP, Jananom
- 1130-1200h** Tea break & Networking
- 1200-1330h** Design Thinking & Product Development
Dr. Kaustubh Dhargalkar, Design Thinker
- 1330-1430h** Lunch
- 1430-1630h** Business plan & Effective Pitching
Dr. Kaustubh Dhargalkar, Design Thinker
- 1630-1700h** Tea
- 1700-1800h** Idea Pitching & Refinement By the innovators

Day 2

- 0930-1030h** Writing successful grant applications,
Dr. Namrata Misra, Head-Bioinnovation, KIIT-TBI
- 1030-1115h** Investment strategies & Go to Market
Mr. Rajeev Aiyappa, Partner: Plataforma Ventures, Singapore
- 1115-1145h** Tea
- 1145-1230h** Team building, Mentorship & Leaderships (Activity based)
Dr. S. Shriram, Senior VP, Jananom Pvt Ltd
- 1230-1315h** Funding schemes for Startups Dr. MrutyunjaySuar, CEO-KIITTBI
- 1315-1415h** Lunch
- 1415-1515h** Diagnostic panel (Activity based) All resource person responsible
- 1515-1600h** Pitching session
- 1600-1700h** Q&A Concluding remarks

Day 1

The two days' workshop was inaugurated by Dr. G.N. Sastry, Director, CSIR-NEIST and Dr. Mrutyunjay Suar, CEO, KIIT-TBI along with his team members. The objective and mission of BIRAC and BRTC in promotion of innovation ecosystem across the country, particularly in East and North Eastern part of India was discussed. Subsequently, each participant gave a brief introduction of their field of research and the challenges they are facing across the innovation spectrum.

Session 1:

- **Define Problem Statement & Ideation with Dr. S. Shriram**

Dr. S. Shriram gave insights on how to define a problem statement that has a societal and commercial impact by stating few real-world challenges as examples. To bring more clarity, he conducted a short ideathon session. The participants were divided into teams and each team were supposed to identify an unmet need and pitch the innovative solutions they propose on the last day based on the insights they get from all the training sessions by the mentors.

- **Design Thinking & Product Development with Dr. Kaustubh Dhargalkar**

Dr. Kaustubh Dhargalkar started his session by discussing the significance of creative thinking in startup ecosystem and the major reasons for startup to fail during his entrepreneurial journey. He also focused on the importance of "Last Mile User Connect" by stating few examples and also suggested smart strategies to identify the pain points of the consumers, which is extremely useful for a successful product development.

Session 2:

- **Business Plan & Effective Pitching with Dr. Kaustubh Dhargalkar**

In this session, right ingredients needed for an effective elevator pitch was talked about. In addition, the major key points those need to be kept in mind while designing a business plan for an innovative product was discussed

Day 2

Session 1:

- **Writing Successful Grant Application with Dr. Namrata Misra**

Overview of one of the BIRAC flagship funding program, Biotechnology Ignition Grant was discussed. Furthermore, Dr. Misra spoke about the BIG Grant selection process, how to write a competing project proposal for the grant as well as the preparation of a promising pitch deck, keeping in view the expectation of the selection committee and the bigger picture of the social and technological impact that is expected by the BIG innovators.

- **Investment strategies & Go to Market with Mr. Rajeev Aiyappa**

Mr. Rajeev Aiyappa spoke about the investors perspective for fund raising and emphasized on the need for researchers and industries to work closely together in a

structured manner as early as possible in the development of product in order to promote knowledge transfer, and maximize the benefit of academic research.

- **Funding Schemes for Startups with Dr. Mrutyunjay Suar**

The various funding opportunities of different government agencies like BIRAC, DST, TDB, DST etc available for each stage of product development process starting from ideation, to proof of concept and upto pilot scale demonstration and manufacturing were discussed.

- **Team Building, Mentorship & Leaderships with Dr. S. Shriram**

Dr. S. Shriram emphasised that team building determines the success of the start-up and particularly VCs decide on funding a startup on the basis of various factors, and having a solid core team is one of them. He gave a list of team building steps that will guide through the team building process:

Idea Pitching and Refinement:

- 15 innovators along with teams pitched their innovative ideas. The ideas were broadly on different areas of biotechnology encompassing agriculture, Health care devices and diagnostics, waste management, etc. Subsequently, the mentors refined their business plan with one to one mentoring sessions.

Impact:

- An MoU Agreement was signed between KIIT-TBI and CSIR-NEIST to promote entrepreneurship ecosystem in the NorthEastern part of India.
- Two innovative ideas based on the pitching session were recommended for applying the DST NIDHI-PRAYAS Prototype Grant.
- All other pitched ideas along with their respective business model were refined keeping BIG Grant in mind.

Glimpses of the Training workshop:







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Assam: CSIR-NEIST & KIIT-TBI sign MoU for bio-entrepreneurship development

The major step under the MoU would be establishment of Bio-incubator at CSIR-NEIST

SMITHA BHAI TACHAIRYA JORHAT, September 22, 2019 12:54 am 2 min read



Image credit - Northeast Now

132 Views

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A Memorandum of Understanding (MoU) was signed between CSIR-NEIST and KIIT-Technology Business Incubator (KIIT-TBI), Odisha recently to formulate promote programmes for bio-entrepreneurship development in the country particularly in NE region.

Bika Zibeno, scientist, CSIR-NEIST, Jorhat said the MoU was signed by G Narahari Sastry, director, CSIR-NEIST and Mrutyunjay Suar, CEO, KIIT-TBI in presence of officials from both the organizations.

.com abhi, business ki pehchaan tabhi

"CSIR-NEIST has taken the responsibility to become the major hub for promoting and nurturing entrepreneurship in the region and that the Institute has been organizing various programmes in the recent past to mentor and empower young entrepreneurs by helping them to acquire various skills and knowledge besides providing required infrastructure and platform which are all crucial for the development of entrepreneurship ecosystem," she further said.



Agreement of the MoU signing. Image credit - Northeast Now

Dr Sastry said the MoU was a combined vision of both CSIR-NEIST and KIIT-TBI for promoting bio-entrepreneurship development in this part of the region.

Dr Mrutyunjay Suar mentioned that the major step under the MoU would be the establishment of Bio-incubator at CSIR-NEIST.

A two-day Nuts and Bolts of Innovation and Entrepreneurship Training Series on "Building and Transforming Innovative Ideas" is underway at CSIR-NEIST in association with BIRAC-KIIT TBI, Bhubaneswar.

The training series is based on the "Growing Bio-entrepreneurship in Jorhat" programme held at July 2019 which primarily focused on sensitizing about SIG programme of BIRAC and other related activities supported by BIRAC.



The current two-day programme is aimed to mentor and provide a platform to impart necessary knowledge and skills to budding bio-entrepreneurs for transforming innovative ideas into successful and sustainable ventures.

Article published on local daily about the workshop event held at CSIR-NEIST