



Student Start-up Support System (S4)

REPORT:

“S4-Fuelpad Program “for honing empathization-ideation-prototype building skill of students for developing Innovation

Date: 26th to 31st August 2014

Time: 17:30 pm to 20:30 pm

Venue: 126, GTU Student Startup Support System Co-Creation Center (S4-C3), ACPC Building, L.D College of Engineering, Ahmedabad-15

Reference background:

<http://www.gtu.ac.in/22082014/Regsitration%20for%20six%20eveing%20sessions%20program%20-%20Fuel%20Pad%20for%20Ideas%20and%20Start-ups.pdf>

Day-1 (26th August 2014)

The session started with an introduction to this program by GIC team and other invited design thinking experts. The agenda is to let them realize the power of systematic problem solving process.



Mr. Kaushik Akiwatkar with students during his session

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Mr. Kaushik Akiwatkar explained the students about the S4 activities taking place at GIC, giving a brief introduction on GTU INNOVATION COUNCIL over snacks and high tea. Around 70 students took part in the workshop.

Next session was carried by **Mr. Yash Saxena** who was the brain behind this effort. He briefed the students about the term ideation. Ideation is the process of idea generation in systematic way. The students were motivated by examples of innovative idea, which made them to think about innovation that leads to creation of impactful things.

Day-1 was all about the process of ideation, where students ideated about various innovative ideas to fill-up the canvases with. Before the ideation each member were briefed about basics of design thinking which leads to systematic effort for problem definition and ideation work.

Day-2 (27th August 2014)

Next day, the evening started with a vibrant discussion. The students wrote their respective topics on the white board and discussed it with **Mr. Yash Saxena & Mr. Rohit Radhakrishnan**. Later on, the students were provided with the ideation canvas to fill-in their ideas.



Mr. Yash Saxena with the participants during the event.



Completely filled ideation canvas.

The students first had a group discussion to fill the canvases and based on their problem, they started to fill the canvas. The day ended with the filling of the ideation canvas.

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Day-3 (28th August 2014)

The session started with the speech of **Mr. Rohit Radhakrishnan** over tea.

He elaborated by explaining about different ideas used in the past by different students, to fill the ideation canvas. It solved the problems of student, under the guidance of **Mr. Yash Saxena**. Later on, all the teams gave a short presentation on the their respective topics; alongwith a short description about next day's Business Model Canvas. The conducive environment and students interest made the environment absolutely creative and productive.



Day-4 (29th August 2014)

The evening started with lots of curiosity in the teams for filling the BMC (Business Model Canvas). The teams were provided with the BMC canvases. The BMC canvas is an extension of the ideation canvas. It is used to prepare a business model of the topics, filled in the ideation canvas. The student started by filling the canvas via an interactive session with the mentors. Students were elaborated about various components of this business model canvas and its relevance for better developing product. The mis conception of the canvas about its utility only for developing business plan was removed. It was found that rather it is better suitable for an innovator to let him know about various real life aspects of his/her proposed innovations. Students were absolutely thrilled whne they sucessfully made it. It helped some students to pivot their idea and studenst took new idea or improved idea too.

Day-5 (30th August 2014)

The session started with the presentation by all 10 teams. It was a session where all teams gave a presentation for roundabout 2 minutes about their respective BMC's. Studenst were taught



Mr. Rohit Radhakrishnan's interaction session with the students

about rapid pitch session so that jury and others can understand and comment on the developed ideas through a systematic process.



Students giving presentation on their respective canvases

Day-6 (31st August 2014)

The students were now introduced to the final stage of Fuel-pad: “The Product Development Canvas”. Here, the product development canvas is used to develop the product to final stage.

Due to requirements, the participants and the mentors felt that the workshop required one more day of work. So it was extended to September 1, 2014.



The Product Development Canvas

Day-7 (1st Sept 2014)

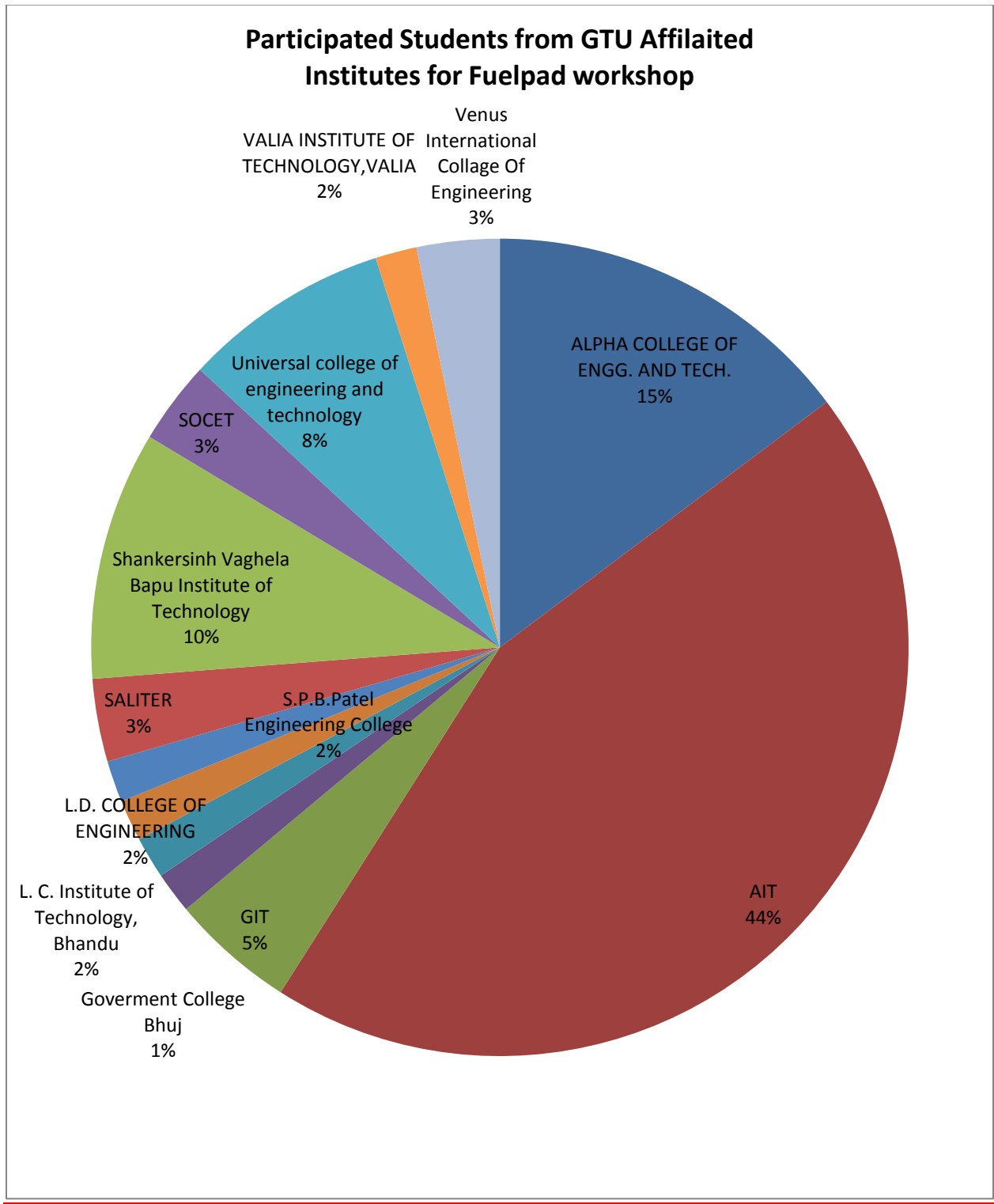
The final day began with the presentation by the students on their respective product development canvases. Three minutes explanation on their week long process of Fuel-pad were based on the questions below:

- Why they chose this product? Why they decided to develop this product?
- What made this product different from others?



A student making a presentation on behalf of his team

Participated Students from GTU Affiliated Institutes for Fuelpad workshop



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Feedback from the participants

“These are the kind of activities which will develop innovative ideas in the minds of students. It was a wonderful experience. We started with Ideation Canvas and continued with various canvases. We came up with an innovative idea of our own and that is what matters to us.”

– Aniket Dhandhukia (7th Semester EC, UCET)

“Fuelpad seemed something odd from its name, but genuinely it was a great experience. To bring out the creative creature within oneself, the idea of fuelpad was the most appropriate one. Got to learn many new stuff, our imaginative power has now improved. Moreover, no stage fear exists in us now. I didn't had this much expectations from GTU before i got to know about GIC. A big THANK YOU!”

– Trushti Shah (7th Semester EC, UCET)

Such programs should be encouraged as a part of curricula during IDP/UDP exercise so that students can better understand what they are doing and what they can do. This will enable them in doing better final year projects and better engineer at large. Hope to see it in academic policy sooner.- Meet Soni , NSIT

Photography by:

Harsh Patni (GIC Fellow, NSIT)

Public Relation and Event Management:

Malay Shukla (GIC Fellow, SALITER)

Yash Joglekar (GTU Innovation Council)

Report compiled by:

Meet Soni (GIC Fellow, NSIT)

Jugal Patel (GIC Fellow, NSIT)

Yash Shah (GIC Fellow, NSIT)

Report Edited by:

Kaushik Akiwatkar (GTU Innovation Council)

Kalp Bhatt (GTU Innovation Council)