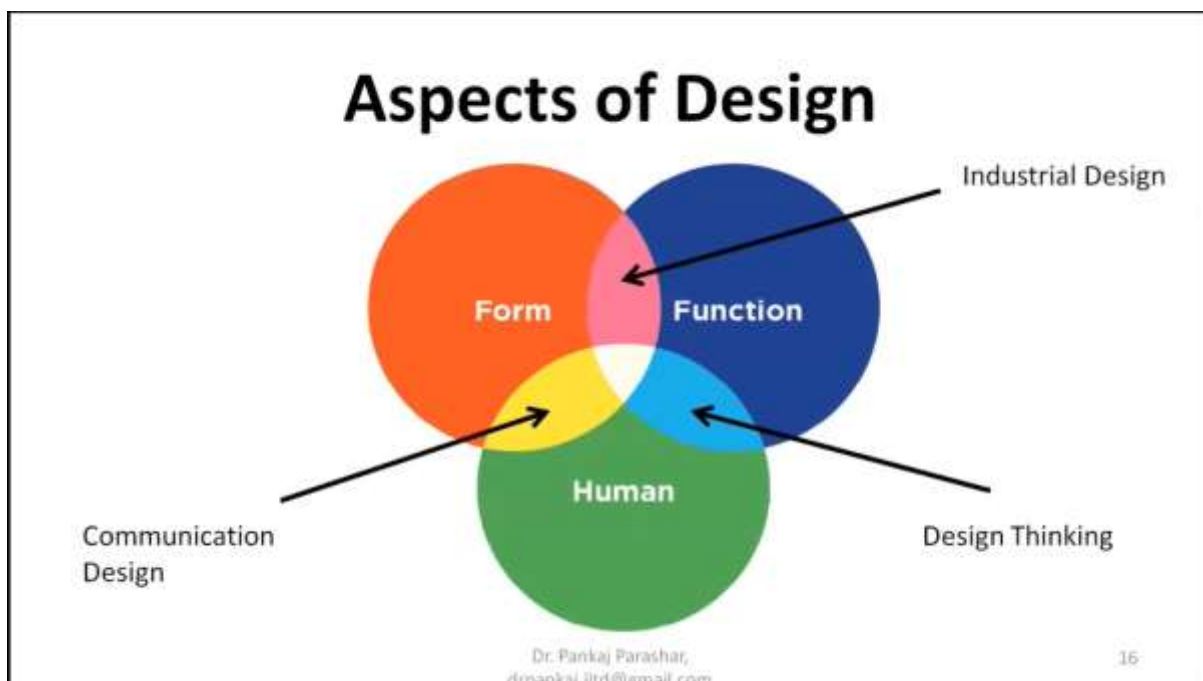


Hangout with Successful Startup Founder and Learn Design thinking Approach for Hardware Innovation

MHRD Innovation Cell conducted an online session on 4th May,2020 that featured a discussion on 'Hangout with Successful Startup Founder' with its speaker *Dr. Pankaj Parasar*, CEO/Founder Cuttingedge Technology Pvt. Ltd, Indore. Along with this Dr. Pankaj is also a *senior innovator and entrepreneur*. He has also developed some medical devices and all the products that they are working on has been made by a med-tech start-up company named 'Cutting Edge Medical Devices Pvt. Ltd' founded by Dr. Pankaj himself.

In this session he has shared his experiences with the start-up perspective to make us understand what are the parameters to be handled during product development. According to him entrepreneurship is a roller coaster ride where you can get on the roller coaster but getting off of it is not an easy task. At one moment you are at the highest of your spirits while at the very next moment you are facing grief, rejections and sorrow.

He then moves on to defining a product and what is peculiar of a product, designing and its aspects which includes testing as how any person would interact with the product, the visualization of the product and lastly the usability of the product which is checked by rigorous testings and trials.



Importance of design:

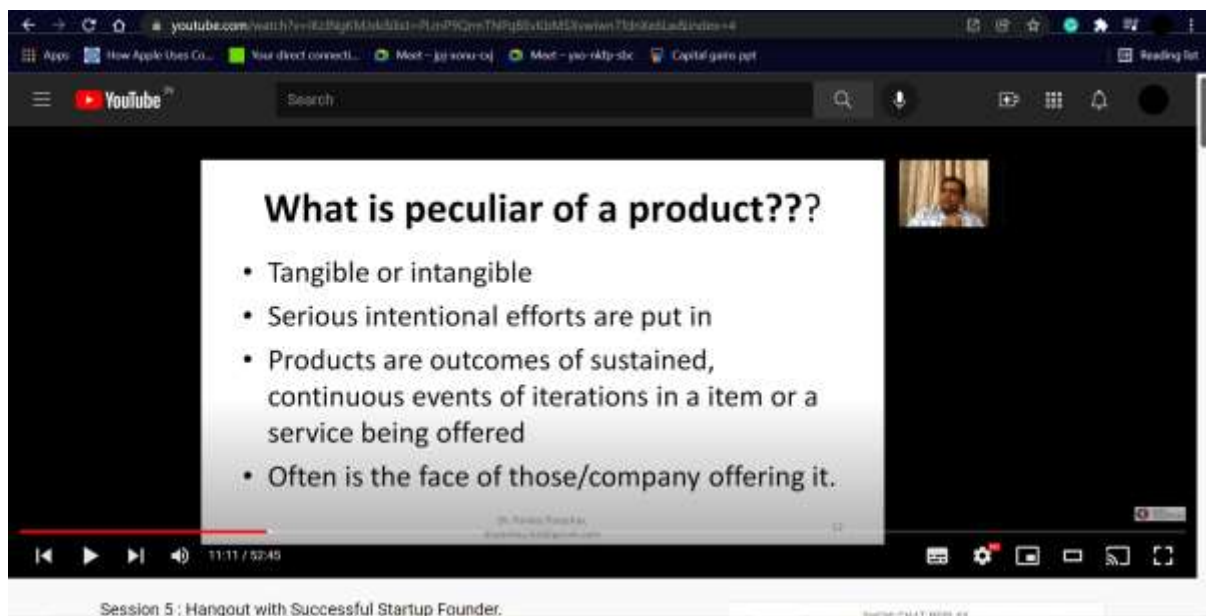
1. Utility
2. Peculiarity
3. Distinguishing features
4. Ergonomics
5. Safety

6. Unique selling proposition
7. Part of marketing strategy
8. Aligns with company motto

Steps of engineering a product through design :

1. Ideation / Sketches- gives the first look of the product
2. Design Proposal - looks of the product what will it be made of, specifications and requirements for the product
3. Feasibility Analysis- product has to be sturdy and long lasting
4. Prototypes. - so that the real feel of the product could be felt
5. Feedback - the feedback could be taken on the prototype to check whether the product matches all the criterias.

The session was no doubt an informative one with deep insights of product development and the necessary steps to be taken during product making.



The link for the above session :

[Session 5 : Hangout with Successful Startup Founder.](#)

Following IIC members attended the above session of Leadership talk series:

Faculty Member:

1. Dr. Kusha Tiwari (Convenor)
2. Mr. Sushil Kumar

3. Mr. Rahul Tomar

4. Dr. Anuj Kumar

5. Mr. Vivekanand Nartam Motiram

Student Member:

1 Anshaj Gupta

2 Harshit Arora

3 Ritik Saini

4 Dhruv Kaushik

5 Tanihsa Dixit

6 Deepak

7 Mansi Chaudhary

8 Vignesh

9 Himanshu Goel

10 Versha Verma

11 Anjali Verma

12 Mahima Sharma

13 Anisha Arora

14 Mohit khasa

15 Srradha Garolia