



KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

Re-accredited by NAAC with A⁺ Grade - 4th cycle,

College of Excellence - UGC

29th Rank among Colleges in NIRF 2023

Coimbatore - 641 029, Tamil Nadu, India

Department of Commerce with Information Technology and KASC –Institution Innovation Council (KASC – IIC)

Title of the session: ‘Converting Innovation into Prototype’

Date: August 30th, 2023

Duration: 2 hour

Activity Category: IIC Self Driven

Theme: to enable emerging student innovators to understand how to convert Innovation into Prototype.

Expert/Speaker Details:

Name: Dr. Pravin Badhe

Designation: Founder & CEO

Organization: Swalife Bio-tech Lab., Core Ireland.

Brief about Expert/Speaker: Associate Professor and Researchpreneur with expertise in Pharmacology, Toxicology, Cell and molecular biology. Founder of Swalife Biotech Limited, business acumen and his research focuses on identifying small molecules from plants that target DNA damage response in cancer.

Outcome of the activity: Student who has an innovative ideas and aspiring to become an entrepreneur have understood:

- Types of Innovation
- Process of Innovation
- Ideation and prototyping
- Prototyping Methods
- Prototype validation, development and testing of a product.

Key Highlights:

1. Knowledge Sharing on ‘how to convert innovation into prototype’
2. Mentorship Support

Participant details:

Total no. of Student participation: 76

Total no. of Staff (Teaching/Non-teaching) participation: 04

INVITATION



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Dr. R. Saravana moorthy
Academic Co-ordinator

KASC – INSTITUTION'S INNOVATION COUNCIL (KASC – IIC)

&

DEPARTMENT OF COMMERCE WITH INFORMATION TECHNOLOGY

Organizes

Virtual Session

On

Converting Innovation into Prototype



RESOURCE PERSON

Dr. Pravin Badhe

Founder, Swalife Labs Limited, UK
Founder and CEO, Swalife Biotech
Limited, Cork Ireland.

Department of Commerce with
Information Technology

Organising Secretary

Dr. K Sudha
Assistant Professor
Department of Commerce with
Information Technology

Organising Team

Mrs. Princess Monica Victoria
Dr. K Akila
Assistant Professors

Date : 30th August, 2023

Time: 10.30 am to 12.30 noon

SNAPSHOT

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Pravin Badhe (Presenting)

Impact on the Market	Low	High
Low	Sustaining A significant improvement on a product that aims to sustain the position in an existing market.	Disruptive Technology or new business model that disrupts the existing market. e.g Netflix and Amazon
High	Incremental Gradual, continuous improvements on existing products and services.	Radical Technological breakthrough that transforms industries, often creates a new market. e.g washing machine, cloud technology

10:39 AM | IIC Session on Converting Innovation into ...

USD/INR +0.24%

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Pravin Badhe (Presenting)

The Process of Innovation:
Ideation

10:42 AM | IIC Session on Converting Innovation into ...

NIFTY +0.50%

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Pravin Badhe (Presenting)

The Process of Innovation:

- Ideation
- Prototyping
- Testing and validation
- Commercialization

10:43 AM | IIC Session on Converting Innovation into ...

28°C Mostly sunny

30-08-2023

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Pravin Badhe (Presenting)

Ideation

- It is the **creative and iterative process** of generating, developing, and refining a wide range of **ideas and concepts**.
- It involves **brainstorming, exploration, and imaginative thinking** to generate **innovative solutions, products, or strategies** in response to specific challenges or goals.
- Ideation encourages **free thinking** and divergent perspectives, often leading to the identification of **novel opportunities and directions for further development**.

10:50 AM | IIC Session on Converting Innovation into ...

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30-08-2023

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Pravin Badhe (Presenting)

Prototyping

- Prototyping is the creation of an **initial version** of a **product or concept**.
- It enables **visualization and interaction** before full development.
- Comparable to a tangible sketch for **early experimentation and improvement**.
- Gathers feedback in the **early stages of innovation**.
- Acts as a bridge between **imaginative ideas and tangible outcomes**.
- Valuable for entrepreneurs, students, and creative individuals.

10:54 AM | IIC Session on Converting Innovation into ...

28°C Mostly sunny 10:54 30-08-2023

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Pravin Badhe (Presenting)

Prototyping Methods

Prototyping isn't a one-size-fits-all process; it comes with a variety of methods tailored to different needs.

- Rapid Prototyping:** This method emphasizes speed and getting a basic version of your **idea quickly**. It's perfect for getting a rough sense of how your **idea might work in reality**. E.g **SwaDEEP DDR and GROW CAM incubator**
- Iterative Prototyping:** Here, you'll create a **series of prototypes**, each building upon the previous one. It's about refining and improving your idea through **multiple iterations**. E.g **Neuropraz, Swaliv and Swavit**
- Incremental Prototyping:** This method involves gradually adding and refining features to your **pre-existing idea**. It's ideal when your **idea is complex** and needs to be developed in **stages**. E.g **swame Cream**

10:58 AM | IIC Session on Converting Innovation into ...

28°C Mostly sunny 10:58 30-08-2023