

Workshop on entrepreneurship at BITS Pilani

THE GOAN NETWORK

VASCO

Beginners interested in start-ups and teachers planning courses in the area of entrepreneurship can attend a one-day workshop on "Problem Identification, Ideation and Conceptualization" to understand start-ups at BITS BIRAC BioNEST at BITS Pilani, K K Birla Goa Campus, on November 30.

The sessions include 'Pain storming session: Ideation', 'Crowd sourcing the best idea', 'Using Lean Canvas to evaluate Ideas' and 'Idea to Product', states a press note.

The resource persons consist of Prof. Mridula Goel (in-charge, BITS BIRAC BioNEST), Vibhav Joshi (founder, Sattva Medtech, Bangalore) and Dr Anirban Roy, (Asst Prof., BITS Pilani K. K. Birla Goa Campus).

The activity-based workshop aims to sensitize participants to the processes involved in problem identification and ideation. Using the tools of Lean Canvas, the workshop aims to help participants evaluate the commercial feasibility of their ideas.

Positioned at a basic level, the workshop is meant for everyone, especially beginners, who want to understand the process of creating a start-up. Further details of the workshop are available with Srinivas Bollam, assistant manager at BITS BIRAC BioNEST (Ph: 8555886155).