

STEP



JOURNEY SO FAR

Indian School of Business (ISB) launched the Technology Entrepreneurship Program (TEP) – in 2014 with the generous support from Telangana Academy of Skill and Development (TASK).

Through this program, ISB has trained nearly 1500 students from more than 20 colleges in the state of Telangana. It has also supported several startups by helping them to be innovative, impactful and strive for excellence.

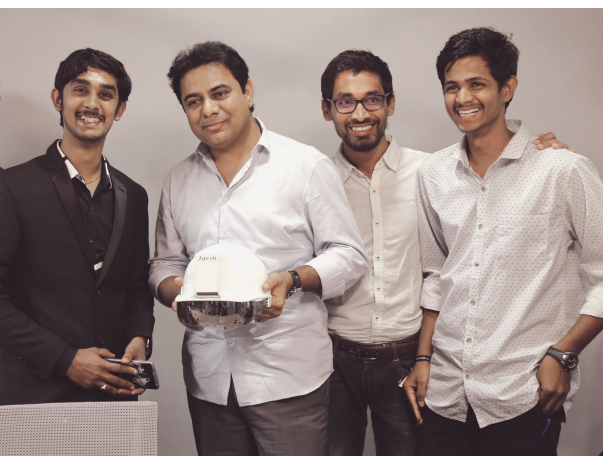
Created with the understanding that entrepreneurship education should begin not just at the enterprise creation stage alone but well before that phase, the TEP's mission is to address the developmental needs of engineering college students and imbibe problem solving skills that are required for an entrepreneurial mindset that will enable them to solve more complex problems that are also relevant for the society at large.

Several benefits accrue to the students from participating in the TEP program – from a substantial improvement in the soft skills to an increase in creative thinking, from simply higher confidence levels to tackle complex problems to the ability to create solutions for difficult problems. Several TEP alumni have started their own ventures while a preponderance of them have spurred other students to choose more entrepreneurial jobs.



TECHNOLOGY ENTREPRENEURSHIP PROGRAM: WAY FORWARD

Incorporating our past learning and in order to effectively make use of the summer break, the new format of the TEP program will be a 1-year program offered to engineering students starting during the second year second semester. This change will provide participants additional time for idea development, prototype creation and technology validation of their innovative ideas.



OUTCOMES

- Improved academic performance and educational attainment
- Increased problem-solving and decision-making abilities
- Improved interpersonal relationships and teamwork
- Job readiness - enhanced employability
- Small % of students starting their own ventures.

TEP 2.0 at a glance

PHASE 1 Jan - March 2019 5 Day Idea Hackathon

Thematic Challenges

A set of open-ended problem briefs/scenarios suggested by govt. & corporate entities.



Idea Generation

Ideation tools & techniques for innovative thinking & creative problem solving.



Prototyping

Build to Think: Evaluate for technical feasibility & desirability.

OUTPUT
LOW FIDELITY
PROTOTYPES

PHASE 2 April - June 2019 Idea Development

Iteration

Refine ideas, implement feedback to improve ideas.



User Feedback

Reach out to real time users with prototypes to generate feedback & response.



Prototype Development

Improve prototypes with iterative changes, enhance usability and ease of use.

OUTPUT
PROTOTYPE V 2.0

PHASE 3 July - August 2019 Technology Validation Supported by Corporate Partnerships

Tech Immersion

Learn about industry trends and practices around their tech domains.



Mentoring

Tech Validation wrt feasibility, affordability & access.



Product Improvement

Refine prototypes based on mentor feedback to create POC.

OUTPUT
PROOF OF
CONCEPT
PROTOTYPES

PHASE 4 Sep - Dec 2019 Business Viability

Pitch Your Idea

Top ideas pitch their innovations to potential investors.



Business Plan 101

Understanding Basic elements of a B plan, creating a business model & go-to-market strategy

**PITCH DAY
GRADUATION**

PARTNER WITH TEP

To provide participants of the program a more holistic experience, we aim to foster a robust industry-academia collaboration within the TEP program. The industry relevant expertise and current innovation trends existing in your organisation can enhance the learning outcomes of the program greatly.

We believe that organisations like yours can partner with us to enhance knowledge-creation and come together to find solutions to some of the biggest business questions we need to answer.

POTENTIAL AVENUES FOR COLLABORATION

- Offer industry relevant challenges to be solved during the TEP program by students.
- Co-Host Hackathons that foster a culture of innovation and rapid ideation.
- Provide technology infrastructure along with access to makers spaces and innovation labs as well as R & D facilities to select students.
- Contribute as Mentors: Interact and guide TEP students to develop their ideas.
- Knowledge dissemination: Through workshops/seminars/talks on proven case studies, successful product design & development mile stones of specific products in your organization.

FUNDING OPPORTUNITIES

As part of the support offered, your organisation can help sustain and strengthen TEP each year by financial contributions in various forms:

- Grant awards and prizes to TOP ideas generated through the program.
- Offer scholarships to relevant students with innovative ideas.
- Provide promising ideas with small funds that help them build their Proof of concept.
- Provide infrastructure support that help further research and development of chosen innovative ideas.

 OFFER CHALLENGES	 WORKSHOPS	 TECH VALIDATION	 SCHOLARSHIPS
 MENTORSHIP	 PROTOTYPE DEVELOPMENT	 CO-HOST HACKATHONS	 FUNDING