

Start.

Ideate. Innovate. Inspire.

JULY 2018 NEWSLETTER - ISSUE 1

CIE's Trailblazer
Programs

CIE hosts 1st
Ideathon

Brewing over
Brunch

The Indian Startup
Ecosystem

FROM THE DIRECTOR'S DESK



Prof. Sathya Prasad
Director, CIE
sathya.prasad@pes.edu

I am pleased to welcome you to the 1st edition of the CIE Newsletter

CIE is a greenshoot effort at PES University to foster student innovation and entrepreneurship (I&E). The newsletter aims to capture key aspects of CIE's journey, student I&E accomplishments, the world-at-large related to I&E and enable our Students and Faculty take tangible steps towards making an impact to society and the world at large through I&E.

There is much significance to this inaugural edition – CIE has completed half year and conducted 2 programs: the Basecamp (Jan-Apr 2018, ~100 students) and a very well received Bootcamp (May-Jun 2018, 30 students). The emphasis has been on creating the mindset, learning-by-doing and developing business acumen to take on solving real-world challenges through I&E.

The enthusiastic kickoff of CIE is in large part driven by student participation, outstanding support from the University Management and Administration and excellent support from Industry and Startups. We also saw the inauguration of a dedicated CIE Studio (~3500 Sq.ft) that has already hosted curated learning experience in the form of a hands-on workshop (Smart IoT Workshop, AR/VR Workshop (by visiting Faculty from US and more in the pipeline).

A key aspect of this newsletter is that it has been completely conceived, designed and executed by CIE student interns! I thank these interns for taking up the challenge and encourage other students to come on board to publish this and other CIE publications in the future.

This newsletter is only as useful as the readers find it useful as a tool to find out more about I&E and CIE's thrust areas to get inspired to take the "idea to product" journey and also expand their horizon related to mindset, business and technology. Therefore, CIE invites Students & Faculty at PES to take part in this journey, actively participate in CIE initiatives and programs, contribute content and provide inputs to make the newsletter an effective channel for all things related to innovation and entrepreneurship at PES University.

I welcome you to visit us (B-Block, 12th Floor) and looking forward to your engagement with CIE.

Entrepreneur *French*

Noun

a person who sets up a business, taking on financial risks and combating the depths of despair in the hope of profit – a.k.a not your average Joe.

Disclaimer:

This newsletter must be read with caution. Side effects of reading it include explosive enthusiasm to innovate and manic motivation to disrupt economies. Please proceed at your own risk.

Hello there! Nice to meet the entrepreneur in you.

Since the beginning of time, great start-ups and their brilliant founders have long been an inspiration to many worldwide. We all have so many questions about their lives-'How did they do it?', 'How did they disrupt economies with such a great idea?' and more importantly 'How do I do it?'

At the Centre for Innovation and Entrepreneurship, we answer just that. We explore everything from ideation to implementation; from genesis to proliferation. Ideas are in abundance but it's the hustle that turns them from a dream to a money-making reality. CIE is that launch pad to inspire students to find their hustle and create innovative solutions to exacting problems. In a world of 'Industry 4.0' and 'Start-up Culture', entrepreneurship is no longer just a skill, it is a necessity. Innovation is not restricted to start-ups; companies innovate within their ecosystems to keep up with fast paced global movement. As future members of the industry, being exposed to entrepreneurship, intrapreneurship and innovation will prove to be invaluable.

Cheers to your entrepreneurial journey!

base camp *British*

Noun

an encampment that serves as a staging area for a larger activity, for example CIE's Bootcamp.



One of the activities conducted by CIE was the 'Basecamp'. It was a weekly session to introduce entrepreneurship and decode the start-up journey of guest entrepreneurs. It was a 10 session program over the course of the Jan-May semester. The popular 'Decoding the Entrepreneur' sessions saw established entrepreneurs getting candid with aspiring ones. Students were pumped to meet infectious energetic entrepreneurs who shared their experiences – the good, the bad and the ugly – and encouraged young minds to explore and never settle. Basecamp was the prelude to the many entrepreneurial chapters to come.

We are happy to announce a new and improved Basecamp open to all students of Sem 3 and Sem 5.

boot camp

North American

Noun

a short, intensive, and rigorous course of training.



CIE experienced a one-of-a-kind Bootcamp which kickstarted the journey of many students into entrepreneurship held this Summer. Prefaced by the weekly 'Basecamp' sessions (held over the course of the previous semester), Bootcamp offered students an in-depth hands-on approach to entrepreneurship, intrapreneurship and business.

Bootcamp was a 7-day residential program. Students mainly in 4th and 6th semesters from various fields of engineering participated enthusiastically. By the end, students had gone through the entire process of starting up – from validation of ideas and creating a business model to selling and pitching.

Students were exposed to the different facets of entrepreneurship by their mentors Prof. Sathya Prasad, Director CIE and Ms. Usha Raghunath along with guest speakers from the industry who shared their ideas and perspectives. Students incorporated these ideas in their quest to solve their business challenge. At the end of the program, students pitched their start-up ideas to an esteemed panel of entrepreneurs. The Bootcamp launched many students into the start-up world through its one of a kind exposure to the entrepreneurial process.

CIE Events

SMART SOLUTIONS WITH IOT

Smart solutions with IoT (date) was a one credit heuristic workshop that was conducted by Center for Innovation and Entrepreneurship (CIE), the Center for Information Security, Forensics and Cyber Resilience (C-ISFCR), the Department of CSE, PESU and the Department of ECE, PESU. Students learnt how to leverage current technologies and create solutions to real-world challenges using IoT. The three day workshop started out with students familiarizing with the concept of IoT, the various components of the IoT system and the software used to implement them. The following day, students were shown how to make IoT systems using arduinos, sensors, actuators, the cloud and apps. On the last day, students went through a hackathon which consisted of 3 rounds of varying difficulties. All the teams successfully completed the tasks given to them.



AUGMENTING YOUR REALITY

Mixed Reality is the surreal blend of the digital and the real world. From its use in the healthcare industry to its applications in providing hands-on learning in the education sector, Augmented Reality (AR) has transformed our lives. On the 7th of July, Dr. Shivakumar Sastry, Professor at the University of Akron, OH, USA, enlightened students about the vast world of Augmented Reality with the talk centered on its applications in space technology. With his research work at the Glenn Research Center, NASA, he shared his experience of building an AR system for astronauts for completion of a sequence of tasks during spacewalks. He provided a demo simulation of such a system using Microsoft's HoloLens to the attendees. The demo program enabled users to monitor and control a space craft's subsystem using the HoloLens' voice automated, holographic imaging technology.





CONNECTED CARS

On the 14th of July, CIE in collaboration with Xinova conducted an innovation brainstorm session on the theme – “Personalized services for the totally connected car”. Xinova sought inventive ideas on emotion based personalized services and application for the connected car that capitalize on the capabilities coming from future generations of communication technologies like 5G wireless communications that will enable the totally connected car. Participants were introduced to the capabilities of a connected car and were given a brief overview of the problem statement and background. Participants ideated and pitched their ideas to a panel from Xinova who judged their ideas and provided feedback. Promising ideas will be taken further in collaboration with Honda and Xinova.

SNL: SATURDAY NETWORK LIVE!

Saturdays at CIE are a fun time. The student and faculty community of PESU connect with like-minded people to share and collaborate on ideas. People meet potential customers, build industry connections and find the right team. Creating and expanding connections are part of the whole entrepreneurial experience.

Networking for entrepreneurs is like YouTube buffering on your favorite video, but once it connects, it rewards. So reward yourself! Stay tuned and mark your calendars for the next meet up*.

*For more information on dates, check the CIE notice board.





**FAILURE IS AN
OPTION HERE. IF
THINGS AREN'T
FAILING, YOU ARE
NOT INNOVATING
ENOUGH.**

ELON MUSK

Outside CIE

IICDC 2018

Texas Instruments in collaboration with Department of Science and Technology (DST) presents the India Innovation challenge Design Contest 2018 anchored by NSRCEL, IIMB and supported by MyGov. The contest is open for all Indian engineering students pursuing undergraduate, postgraduate & Doctoral degrees with Indian engineering colleges.

Deadline: 31 Aug, 2018



CONNECTED CARS IDEATHON

Emotion-based service provisioning for car occupants is one of the key disruptive future trends for connected car, which is primarily based on the upcoming 5G revolution, the autonomous car and ride sharing. Give your inventive ideas and win prizes (conducted in association with Xinova LLC).

Deadline: December 2018



ENZEN HACKATHON

Enzen's sustainability program encourages participants to develop high-quality solutions that can be used to solve water and power related challenges and create a positive impact on the environment.

Deadline: 19 Aug 2018, 11:55 PM IST



DEVCONF.IN 2018 – RED HAT

DevConf.in 2018 is the second annual Developers' Conference to be organised by Red Hat in Bengaluru, India. It is meant to provide a platform to the local FOSS community participants to come together and engage in the knowledge sharing through technical talks, workshops, panel discussions, hackathon and such activities.

When: August 4-5, 2018
Venue: Christ University – Bengaluru



The Bold, The New- Here are a few: Startups that we're excited about

ABSENTIA VR 🇮🇳

Norah AI is a revolutionary, A.I. empowered workflow for generating games. The A.I. enables quick creation and incorporation of all different game elements ranging from creation of 3D models and their animation to story weaving and texturing.

NIRAMAI 🇮🇳

NIRAMAI stands for Non-Invasive Risk Assessment with Machine Learning. It is working on a non- invasive, radiation-free, painless and low-cost, cancer-screening solution

GRAVITY LIGHT 🇬🇧

Provides users and organizations the power to completely own their digital identity using blockchain technology. With Selfkey, a user can control numerous aspects of digital identity, from citizenship to banking and more, all in one place. GravityLight is an innovative device that generates light from the lift of a weight. The GravityLight Foundation aims to improve the lives of people without electricity by providing clean, safe and affordable lighting.

STATWIG 🇮🇳

Hyderabad-based, StaTwig involves IoT and blockchain to provide real-time tamper-proof end-to-end tracking that identifies problems and inefficiencies in the supply chain.

SMART STITCHES 🇺🇸

Rochester Institute of Technology's engineers tech-enabled clothing solutions for those struggling with autism. The start-up's first project alerts caregivers when its wearer is at risk for an anxiety attack.



STUDENTS' CORNER

“My experience at the Bootcamp was absolutely wonderful, and at the end of it, I was only left wishing that the Bootcamp lasted longer than 1 week. I felt that the learning curve was judged to perfection.”

“The Bootcamp was hands down one of the most crucial camps I have ever attended. As a student and a participant of the Bootcamp I understood how crucially important it is to have an extremely strong foundation before starting the entrepreneurial journey. Thank you CIE and everyone involved, for such an amazing learning experience!”

“CIE bootcamp was an amazing opportunity to bring out the entrepreneur in one. Everyday was informative, hands-on, fun and exciting! I personally have taken away a lot of learning from the bootcamp and it has served as a great platform. Glad to be a part of all this”

“An amazing journey of learning and applying innovation entrepreneurship”



CONTACT

Prof. Sathya Prasad, Director
Centre for Innovation and Entrepreneurship
B-Block, 12th Floor, **PES University**

cieinfo@pes.edu
www.pes.edu/cie