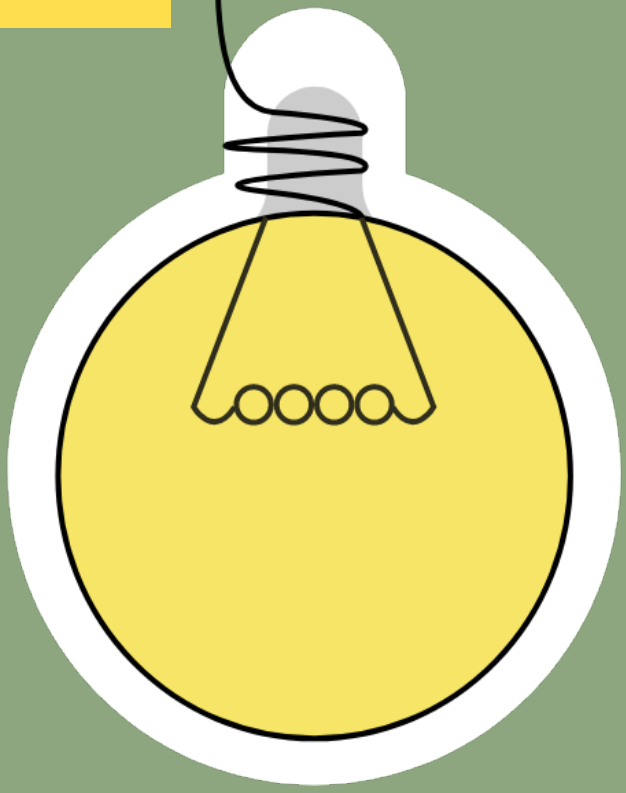
Think BIG with "BIIG"

Bridging the Invention–Innovation Gap



A 6-week immersive, action-learning program for YOUR organization

A Combinatorial Approach Based on TRIZ and Design Thinking

QGLUE
A QAI Promoted Venture


Let’s
take the
BIIG Leap to
Innovation
together.

How might we bridge the Invention–Innovation gap?

What is innovation? How is it different from invention? What does it take for an invention to become an innovation?

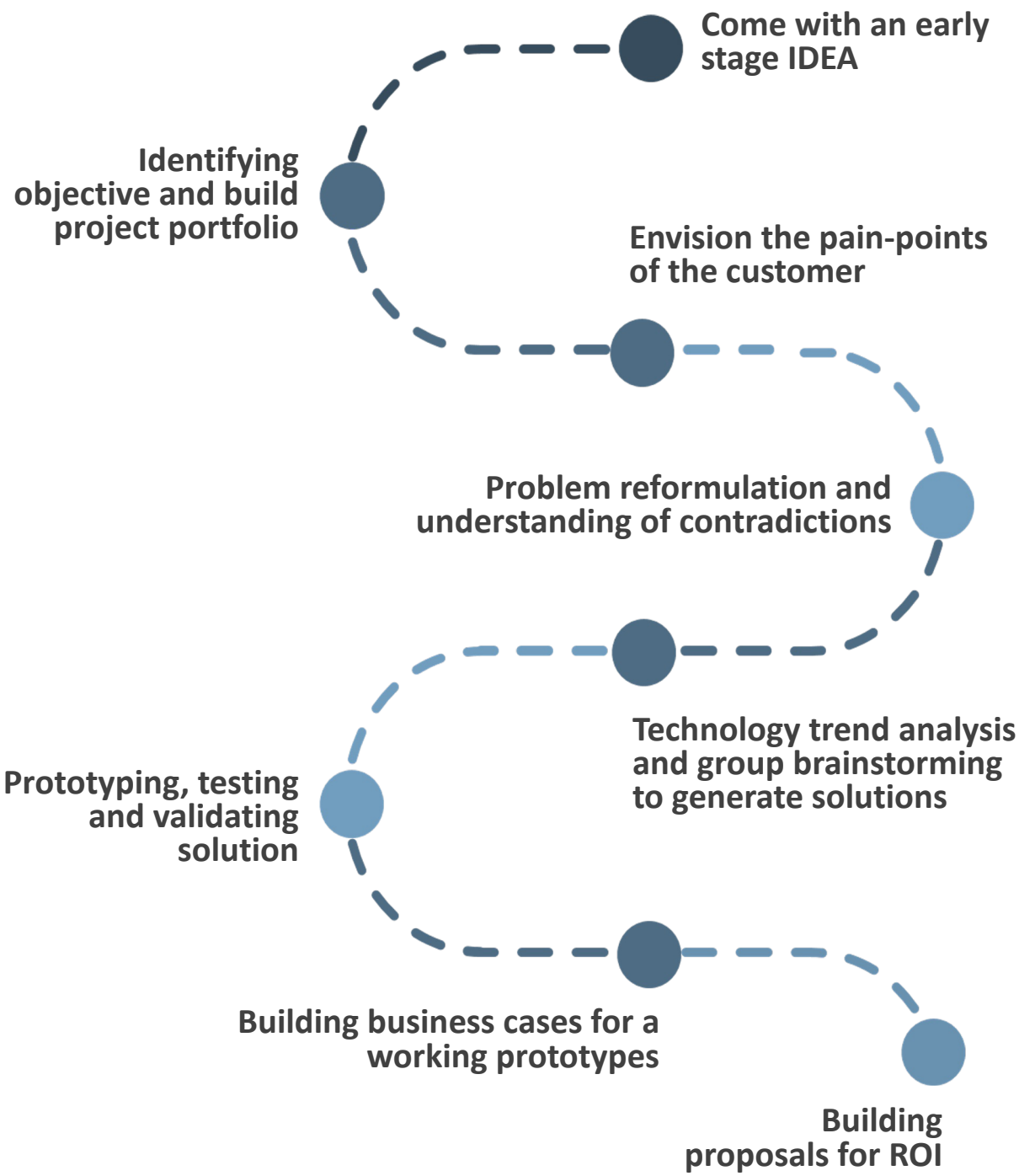
Many people think innovation is simply a fancy new word for invention admittedly, the two words are closely connected, but they are not synonyms and should never be used interchangeably – innovation and invention are two very different things.

Innovation connects the dots between inventions. Spotting potential for improvement, it cleverly fills a gap in the market and combines inventions into products that will attract customers and generate commercial success.

Innovation requires the invention to work (feasibility), be useful for a customer (desirability) and justify the investment that the invention requires (viability)

> *"If you want something new, you have to stop doing something old"*
>
> -Peter Drucker

The BIIG Journey



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Overview

WHAT IS THE PROGRAM?

Experience the power of Design Thinking & TRIZ to create a path of Innovation. This program covers **fundamental principles** of Design Thinking & TRIZ, and focuses on providing the knowledge, skills, and strategies.

- **Understanding the invention-innovation gap:** introduction to the concepts of the invention-innovation gap and the challenges and barriers that often arise when transitioning from invention to innovation.
- **Market research and technology analysis**: learn how to assess the potential of an invention and identify the right market opportunities.
- **Business modeling and strategy**: learn how to develop a business plan and strategies for bringing new products to market, including securing funding, building a team, and developing a go-to-market plan.
- **Innovation management**: learn how to manage the innovation process and navigate the various stages involved in turning an invention into a successful product.

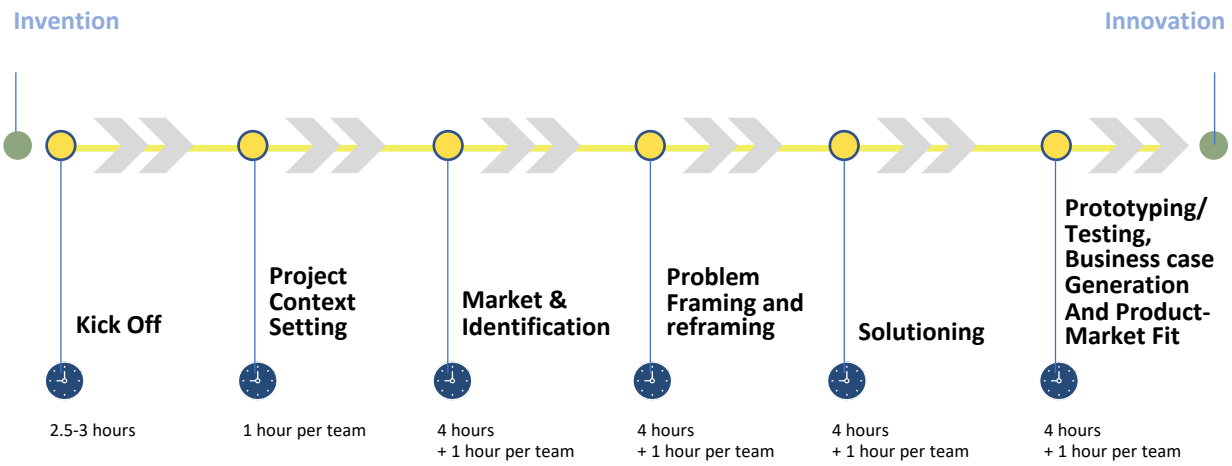
WHO SHOULD ATTEND?

- **Innovation leaders or managers** responsible for driving the company's innovation strategy and initiatives
- **Product development managers and tech leaders** who are responsible for bringing new products to market
- **Business development leaders** responsible for identifying and pursuing new business opportunities
- **Executive leadership** who are interested in understanding the innovation process and driving growth through innovation

WHY SHOULD I ATTEND?

- **Bridging the gap between invention and innovation**: practical guidance and strategies for overcoming the challenges that often arise when transitioning from invention to innovation.
- **Improving decision-making and problem-solving skills**: learn how to analyze the potential of an invention, identify the right market opportunities, and develop strategies for turning ideas into successful products.
- **Building a culture of innovation**: understanding the key drivers and barriers to innovation, can help to create a culture within organization that is supportive of innovation and encourages new ideas.
- **Staying ahead of the curve**: help leaders stay ahead of the curve in terms of trends, best practices, and emerging technologies in the innovation space.
- **Enhancing organizational competitiveness**: By improving their ability to cover the invention-innovation gap, one can contribute to their organization's overall competitiveness

PROGRAM SESSIONS:



Click here to download detailed curriculum.

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The Program Details

1 Kick off

- Introductory webinar about innovation (All employees invited)
- Formation of teams

Estimated time:
Webinar: 2.5-3 hours

2 Project Context setting

- Introduction of the teams and the innovation coach
- Introduction to the innovation projects
- Identification of project objectives
- Leadership support: Identifying the path of progress for the projects

Estimated time:
Coaching- 1 hour per team (1 team of 4-6 members with an identified team captain)

3 Market need identification

Skills learnt

- Envision the pain-points of the customer
- Human centric design of products/services

Input

- Project objectives

Activities

- Customer journey map
- Problem statements
- Customer field trips

Output

- Identified problem statement lists

Leadership support

- Travel budget approval
- Interview/network with customer network

Estimated time:
Workshop- 4 hours (4 teams maximum in a workshop)

Estimated coaching time:
1 hour per team post-workshop

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4 Problem Framing and reframing

Skills learnt
- Systems thinking
- Contradictions
- Problem reformulation

Input
- Problem statement list

Activities
- Functional relationship tools
- Resources identification
- Contradiction formulation
- Problem reformulation

Output
- Precisely reframed problem statements

Leadership support
- Access to subject matter experts in the relevant projects
- Validating the progress of output of the teams

Estimated time:
Workshop- 4 hours (4 teams maximum in a workshop)

Estimated coaching time:
1 hour per team post-workshop

5 Solutioning

Skills learnt
- Creativity on demand
- Group brainstorming
- Thinking with constraints

Input
- Precisely reframed problem statements

Activities
- Big picture thinking (need basis)
- Ideal final result
- Technology trend analysis (need basis)
- TRIZ inventive principles
- X-element features
- Bullet proofing

Output
- First cut innovation project proposals

Leadership support
- Critiquing the proposals
- Candid feedback
- Business sponsor network access

Estimated time:
Workshop- 4 hours (4 teams maximum in a workshop)

Estimated coaching time:
1 hour per team post-workshop

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6

Prototyping/Testing, Business case generation and Product-Market Fit

Skills learnt

- Prototyping any solution concept
- Testing or validating a proposal
- Business case fundamentals

Input

- Innovation project proposals (given go-ahead by business sponsors)

Activities

- Prototyping basics
- X-element feature list
- Tracking technology trends (need basis)
- Business data

Output

- Business cases with working prototypes

Leadership support

- Manufacturing or prototyping service provider network
- Funding for prototyping activities
- Travel budget allocation (if any)

Estimated time:
Workshop- 4 hours (4 teams maximum in a workshop)

Estimated coaching time:
1 hour per team post-workshop

Faculty

Dr. Bala Ramadurai

Design and Innovation Coach at QGLUE

Education

He has a PhD from Arizona State University, USA, and a B.Tech from IIT Madras, India.

Industrial Experience

- He was a Technology Forecasting researcher and designer in the FORMAT project at Politecnico di Milano, Milan, Italy. He managed and designed the handbook for the technology forecasting methodology. (http://handbook.format-project.eu)
- Bala was a systematic innovation facilitator at MindTree Ltd, India, where he designed and crafted 5*50, a key innovation intrapreneurship program.
- Prior to MindTree, he was a Research Scientist at General Electric Global Research, India.
- He has mentored students in an entrepreneurship course facilitated by Carnegie Mellon University, USA, and has been cited as an expert in innovation and creativity by Harvard Business Review. (· https://hbr.org/product/Mindtree--A-Community-of-/an/311049-PDF-ENG)

Dr. Bala Ramadurai is an author, coach, consultant and professor. He has authored a book on Design Thinking called Karmic Design Thinking. He has 3 patents to his credit and 10+ publications in international research journals. He co-founded TRIZ Innovation India and is an Adjunct Professor at IIT Madras, Chennai (India), Symbiosis Institute of Business Management (India), Universidad Panamericana (Mexico), Symbiosis Institute of Management Studies and National Programme on Technology Enhanced Learning (NPTEL). He is also a board member in the Board of Studies for Symbiosis International University.

Teaching Experience

His teaching experience includes Design Thinking and Creative Problem Solving courses at Universidad Panamericana (Mexico), Universiti Teknologi Mara (Malaysia), IIT Madras, IIT Gandhinagar, IIT Hyderabad, Symbiosis and IISc Bangalore.

Clients

Bala has worked with marquee clients like Mercedes Benz, Daimler Truck, Forvia, Mahindra & Mahindra, Raychem RPG, Samsung, Flipkart, GE, Applied Materials, Mindtree.

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