

IIC Online YouTube Session (5)

Organized by MHRD Innovation Cell

Speaker:- Dr. Pankaj Parshar

Designation:- CEO/Founder Cuttingedge Technology Pvt. Ltd., Indore

Topic of the Session:- Hangout with Successful Startup Founder [\(Link\)](#)

Youtube Channel Link:- [MHRD Innovation Cell's YouTube channel](#)

Date:- 04.05.2020

Time:- 03:00 PM to 04:00 PM

Participants from JU:-

Gargi Sinha Sarkar, Atreyee Chakraborty, Elina Haque, Garvit Poddar, Pritha Chowdhury, Kushal Chakrabarti, Sambit Sinha, Tahseen Bilal, Sachin Kumar, Yash Gupta, Ayush Pareek, Arghadeep Sadhu, Soumalya Kundu, Ananya Banerjee, Shuvayan Dutta, Aditya Das, Aneek Chakraborty, Sneham Das, Dibyangana Misra, Baibhab Ganguly, Shouvick Joardar, Abhisekh Gupta, Akriti Jain.

Snapshots from the session:-

The screenshot shows a YouTube video player with a slide titled "Product design & Engineering for developing a Product, a Start-up's perspective". The slide lists the speaker as Dr. Pankaj Parashar, MBBS, PhD (Biomedical Engineering) from IIT Delhi, and a LIF fellow at the Royal Academy of Engineering London. The video title is "Session 5 : Hangout with Successful Startup Founder" and it has 3,622 viewers.

Product design & Engineering for developing a Product, a Start-up's perspective

Dr. Pankaj Parashar
MBBS, PhD (Biomedical Engineering)
IIT Delhi
Royal Academy of Engineering London – LIF fellow

Session 5 : Hangout with Successful Startup Founder.
3,622 watching now · Premiere in progress. Started 5 minutes ago

Top chat:

- thanks to MHRD officials and Respected Dr. Pankaj Parashar Sir.
- Dr.Gouthami paruchuri hal
- Anand Raj M.Anandraj from M.kumarasamy college of engineering,Karur, Tamilnadu.
- Geeta Senthosh Geeta Senthosh from Acropolis Institute Of Technology and Research Indore
- HARISH T S HARISH T S, FACULTY COORDINATOR, VIVEKANANDA INSTITUTE OF TECHNOLOGY, BENGALURU/74
- Arjun R this is arjun, PhD scholar from NITK Mangalore
- nisha thakur good afternoon sir, I am Nisha Tomar from Dr.raicharya college of engineering Burjpur
- Dhanuja Palanisamy hi sir this is Dhanuja. P form Dr.N.G.P.Arts and sciences college
- Dr. Ragini Jadhav Good afternoon Sir,
- Ragu Prince gd evening sir ragu from nandha engineering college
- Garvit Poddar Say something...

The screenshot shows a YouTube video player with a slide titled "What is Entrepreneurship?". The slide defines entrepreneurship as the word "entrepreneur" originating from the French word "entreprendre", which means "to undertake". It also states that the Merriam-Webster Dictionary defines an entrepreneur as one who organizes, manages, and assumes the risks of a business or enterprise. The slide lists "Technopreneurship" as technology-based entrepreneurship.

What is Entrepreneurship?

The word **entrepreneur** originates from the French word, **entreprendre**, which means "to undertake." In a business context, it means to start a business. The Merriam-Webster Dictionary presents the **definition** of an **entrepreneur** as one who organizes, manages, and assumes the risks of a business or enterprise.

- The technology based entrepreneurship is called **Technopreneurship**

Dr. Pankaj Parashar
@pankaj.parashar

Session 5 : Hangout with Successful Startup Founder.
3,624 watching now · Premiere in progress. Started 6 minutes ago

Top chat:

- Chandrasekhhar Bhavsar Good Afternoon all
- Gayathri Mj Hi frn gayathri from st Krishna college of technology coimbatore
- nifili good afternoon everyone I am nifiloufer jeevina from ST PUGGOSI BENGRES COLLEGE
- Ramya Raj Good afternoon, frn Ramya from SNS College of Engineering
- Mayur Malode good afternoon mayur Malode jayra Rajendra Shahu College of engineering
- Aishwarya M.S. Good afternoon all this is Aishwarya M S from MYCEM college,Mysuru
- Sharvani Galkwad Good afternoon Sharvani from Sri College of Home Science
- Dr.B.Suresh Babu good afternoon Sir, Dr B Suresh Babu from Sri Krishna College of Technology Coimbatore
- vishhav shende VABHAV SHENDE
- Shweta Govindraj Hey sir,
- Garvit Poddar Say something...

The screenshot shows a YouTube video player with a slide titled "Steps of Engineering a product through design". The slide lists five steps: Ideation/sketches, Design proposal, Feasibility analysis, Prototypes, Feedback, and Finalize product/design roadmap.

Steps of Engineering a product through design

- Ideation/sketches
- Design proposal
- Feasibility analysis
- Prototypes
- Feedback
- Finalize product/design roadmap

Dr. Pankaj Parashar @pankaj.parashar

Session 5 : Hangout with Successful Startup Founder.
4,529 watching now · Premiere in progress. Started 41 minutes ago

Top chat:

- Dr.N.G.Parts and science college, coimbatore
- Shantanu Bhardwaj HI DR
- kajpura devi Dr.K.Kalpanadevi, Associate professor and Head of Chemistry (PG and Research), Konganadu Arts and Science college, Coimbatore
- Koosheen Wighmal Koosheen Wighmal from Amity University Noida
- Anurag Sathiyendran S.Anuragya dr.NGP arts and Science college,coimbatore
- Dr D V SREEKANTH St.Martins Engineering College All departments of St.Martins Engineering College are accredited by NBA
- ALOK RAJ KUSWAHA hello sir
- Shantanu Bhardwaj hi rmanal
- Ishita Dey hello! I am Ishita Dey (student) from department of biomedical engineering of JEC College of engineering
- Garvit Poddar Say something...

19 KB/s VoLTE 15:22 61%

Aspects of design

- **Interaction design:** how users interact with your product, what different contexts are, what buttons do, etc.
- **Information architecture:** a model or concept of various data elements organized to solve task flows

Dr. Pankaj Parshar
@pankaj.parshar@gmail.com 15

Live chat

Top chat 4.7K

15:22 Vishesh borkhede vishesh borkhede , PIEMR COLLEGE, Indore

15:22 Arya Nair Hi sir am Arya N Nair

15:22 sana parveen Good afternoon sir. I Sana Parveen from Mahadevi Institute of Technology , Dehradun. sir it is very useful session for us.

15:22 SWARNIKA PRIYA Good afternoon sir

15:22 Harsh Sharma This is Harsh Sharma from JIIT Noida

15:22 Dr.K.Krishna Veni Professor Hello every one - Dr.K.Krishnaveni Professor, EEED, CBIT, Hyderabad

15:22 syeda amtur good afternoon sir..amtur Rehman from st.ann's college

Chat publicly as Garvit Poddar...

Session 5: Hangout with...
youtube.com/watch?v=IK2hgKMak

THANK YOU VERY MUCH

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9873275305

Dr. Pankaj Parshar, @pankaj.parshar@gmail.com 53

Session 5: Hangout with Successful Startup Founder.
4,411 watching now - Premiere in progress. Started 53 minutes ago

1K 24 SHARE SAVE

Top chat

pramod pawar hello

sruti ranjan mishra Thank you sir

Nanditha Reema congratulations

19180546 Shakufiya Aana, A. Thoppq For ur time sir 🙏

Dr. N. Pandeewari Congratulations sir.

Pooja Srivastava well done sir... congratulations 🙏🙏

Suryprakash TNK excellent 👍

Anusha Rajesh Thank you sir

Sankosh Pachpute congratulations sir _

Dev Saryo Tq sir 🙏

skand maurya great sit for your opportunity to become a member royal school of London

Garvit Poddar Say something...

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Brief Notes from the Session:-

TIME STAMP	TOPICS DISCUSSED
00:30	Speaker's introduction and educational qualifications.
01:08	Brief introduction by the speaker about Cuttingedge Pvt. Ltd. and its medical device.
03:05	Product design and engineering for developing products with a startup perspective.
03:26	Importance of a product for an entrepreneur, brief introduction to entrepreneurship and what does it take to become an entrepreneur.
6:40	What is a product and its basic features.
10:20	A brief about tangible and intangible products, difference between product and prototype.
14:10	Discussion about design of product which describes the look and functioning of it before manufacturing.
16:16	Various aspects of design: <ul style="list-style-type: none"> ● Interaction design ● Information architecture ● Visual design ● Usability testing
23:55	Discussion about industrial design, communication design and design thinking.
28:07	Importance of design: <ul style="list-style-type: none"> ● Utility, peculiarity ● Ergonomics ● Safety ● Unique selling proposition ● Alignment with company motto
36:23	Steps of engineering a product through design right from ideation/sketches to finalizing the product.
39:55	Rapid prototyping: CAD designs being developed to prototypes using 3-D printers
41:37	Speaker's journey of innovation and product development.
44:34	Development of the first prototype on 4th January, 2013 which underwent product development

	resulting in many upgraded versions of the same.
49:20	Various achievements of products; opportunities of networking.
51:21	Contact details for queries and the speaker's association with AICTE.