

## **Hult Prize Bootcamp Session 1: Design Thinking**

**Name of the event:** Hult Prize Bootcamp Session 1

**Date-** November 13, 2020

**Platform-** Google Meet

**Guest Speaker-** Mr. Shoan Shinde- Design Thinking Evangelist, ISB Alumnus

**Number of Attendees-** 40+

**Brief Description of the Event-** The session started with Gargi Sinha Sarkar, Campus Director of Hult Prize OnCampus at Jadavpur University, welcoming the keynote speaker for the evening, Mr. Shoan Shinde. Mr. Shoan then began by introducing himself- he is a Design Thinking Evangelist and is also the Marketing and Strategic Alliances Head at The Brief.

The stark, significant difference between Growth Mindset and Fixed Mindset was then highlighted. Design Thinking, being an unconventional practice, demands individuals to have a Growth Mindset is what he said. Mr. Shoan then elucidated on design thinking being a ‘user-centered problem-solving approach’ and that it is not a linear process but a circular process with various loops. A detailed methodology of how to practice design thinking was then shared with the audience. He also discussed case studies of various businesses that have employed the Design Thinking approach like The Good Kitchen and The Rockefeller Foundation. While Design Thinking wasn’t as tough as rocket science, it surely is challenging, said Mr. Shoan. He also referred to the responses given to a survey form that he had earlier asked to circulate among the students, multiple times throughout the session.

While the session was strictly interactive since Mr. Shoan had asked the audience to ask questions during the presentation, the 90-minute session eventually expanded to 120 minutes. Each question asked by the audience was patiently answered by our guest speaker.

The session ended with the Campus Director thanking our esteemed guest for conducting the session as it helped the students to understand this year’s problem statement in a more ‘people-centric way’. She concluded the session with an optimistic tone, hoping the upcoming Bootcamp sessions would be incredible as well. A recording of the session was later made available to the students for their reference.

13 NOVEMBER, 2020  
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HULT PRIZE  
United Nations

# DESIGN THINKING

BOOTCAMP SERIES: SESSION 1

ISB ALUMNUS  
DESIGN THINKING CONSULTANT  
AND EVANGELIST  
MARKETING AND STRATEGIC  
ALLIANCES HEAD AT THE BRIEF



SHOAN SHINDE

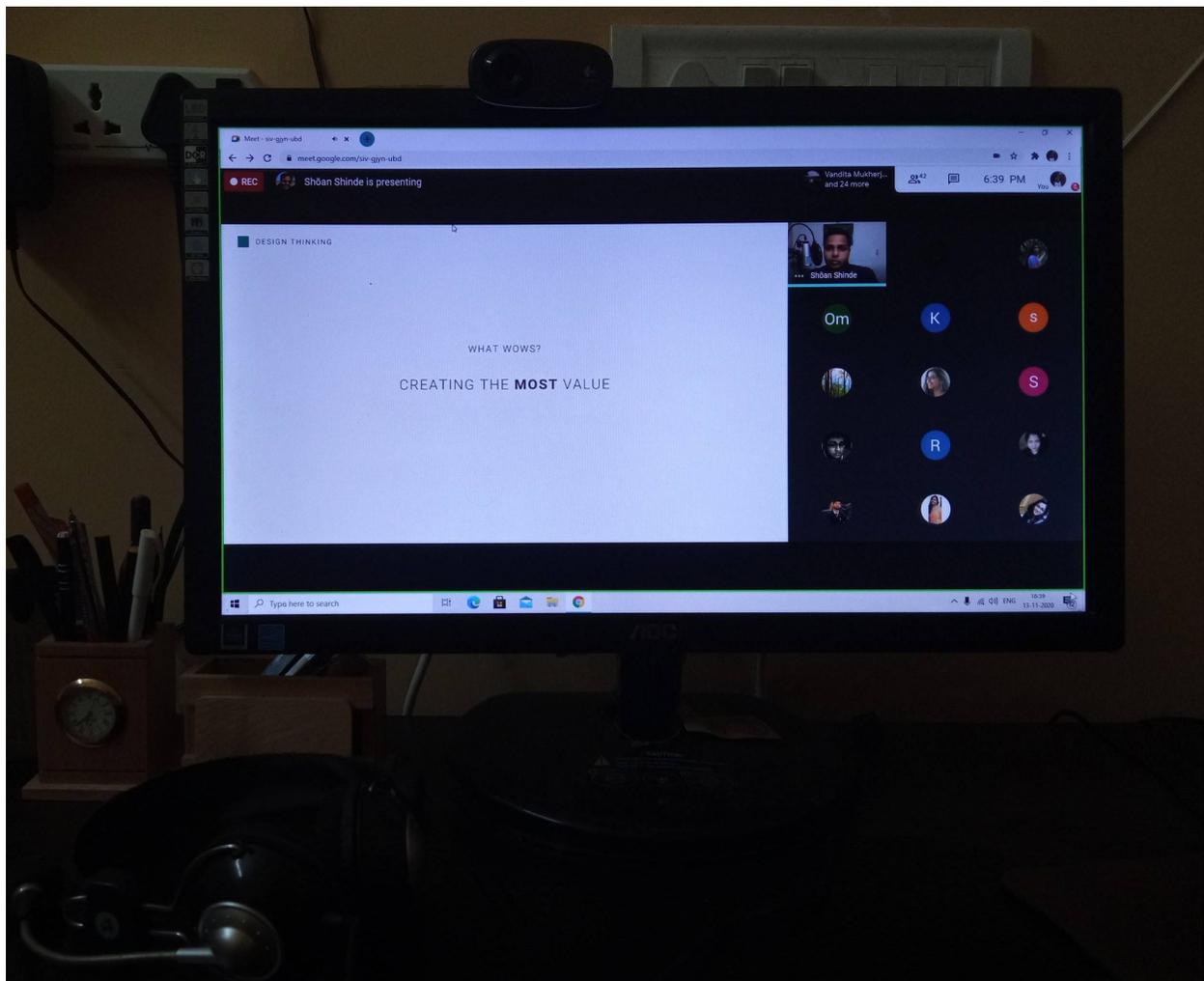
Discover new ideas.  
Observe and solve problems from the inside out.

**EXCLUSIVE**

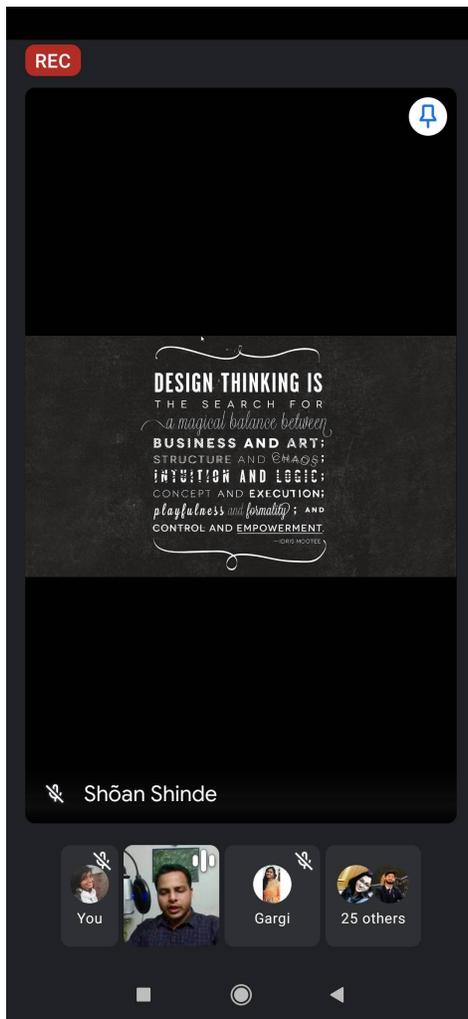
- All **pre-registered Hult teams** get a special opportunity to have an **idea validation session** with the speaker!

OnCampus

Promotional poster for the session



The Session in progress, with over 40 participants from various colleges including IIT, Bombay



A quote on Design Thinking shared by the speaker towards the end of the session