## 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

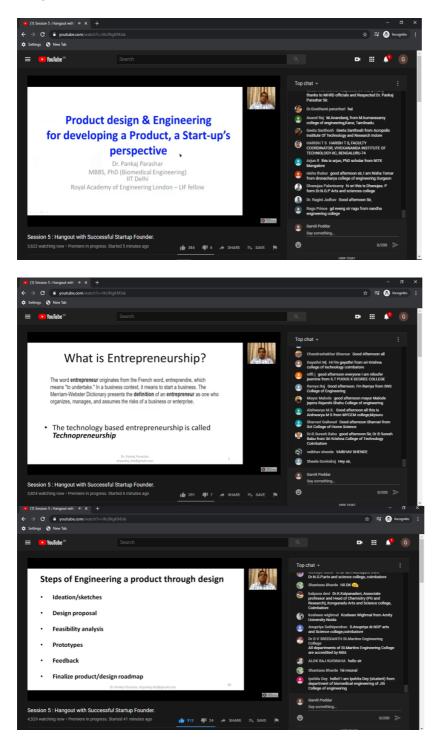
Date:- 04.05.2020

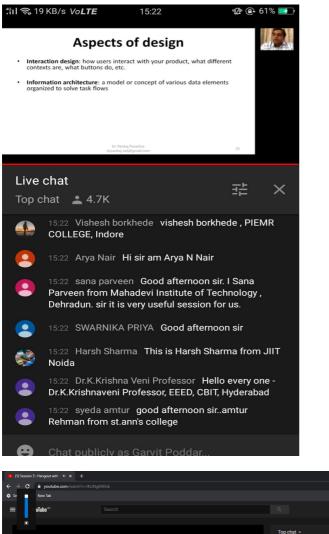
Time:- 03:00 PM to 04:00 PM

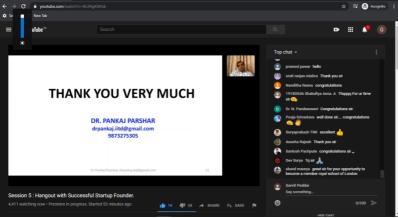
## Participants from JU:-

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:-







Brief Notes from the Session:-

TOPICS DISCUSSED
Speaker's introduction and educational qualifications.
Brief introduction by the speaker about Cuttingedge Pvt. Ltd. and its medical device.
Product design and engineering for developing products with a startup perspective.
Importance of a product for an entrepreneur, brief introduction to entrepreneurship and what does it take to become an entrepreneur.
What is a product and its basic features.
A brief about tangible and intangible products, difference between product and prototype.
Discussion about design of product which describes the look and functioning of it before manufacturing.
<ul> <li>Various aspects of design:</li> <li>Interaction design</li> <li>Information architecture</li> <li>Visual design</li> <li>Usability testing</li> </ul>
Discussion about industrial design, communication design and design thinking.
Importance of design: Utility, peculiarity Ergonomics Safety Unique selling proposition Alignment with company motto
Steps of engineering a product through design right from ideation/sketches to finalizing the product.
Rapid prototyping: CAD designs being developed to prototypes using 3-D printers
Speaker's journey of innovation and product development.
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.