

## 22. Discover a founder within you!

### COURSE FACULTY **Chinmay Hulyalkar**

UX Lead / Talentica Software



#### Education:

Masters in Design for Digital Experience from NID, R&D Campus Bengaluru. BSc in Information technology and diploma in Advertising and PR.

#### Experience:

Post experience with some of the renowned brands like Yahoo, Cognizant, and Globant, Chinmay is currently working as the Lead-user experiences with Talentica Software Pvt. Ltd., India. Over the years, he has gained an expertise in the areas of product strategy, creative conceptualization, and engaging user experiences.

### CO-FACULTY

### **Manoj Singh**

Senior UX Designer / Talentica Software



#### Education:

B.Des in Graphic Design from NID, Ahmedabad

#### Experience:

With 5+ years of experience and association with prominent brands like the IdeaWorks, Indian Design Store, and White Ink Design, Manoj holds a professional expertise in designing simple and effective solutions for products across domains, while ensuring the quality standards.

### Keywords

Startup, Digital, Technology, Experience, Needs

### Overview

Dreaming in digital era has the power to change in ways certain things are done and make a profound impact on our lives. Be it getting a home delivery of your favourite dish or making easy payments to the smallest of vendors, they all started off from small ideas. This workshop will provide an opportunity to the participants to experience the journey of a start-up founder, from an idea to a product.

Course Code: **OE2022** | Seats: **10**

**CAMPUS: Bengaluru**

### Objective

-To conceptualize ideas for addressing untapped needs that would make life easier -To think beyond conventional and explore possibilities in the rapidly-changing digital era -To get hands-on experience for implementing their ideas using digital technologies -To imbibe an entrepreneurial mindset

### Methodology

Introduction to the start-up world, covering stories of some of the 'all-time' successful start-ups. The methodology will cover the following aspects: -Define the idea -Measure impact -Validate feasibility -Freeze the scope -Propose a solution -Refine the proposal based on feedback -Sell the vision

### Deliverables

-Devising unique digital solutions aligning with the next-generation expectations -Learning the iterative process of bringing new ideas to life