

I-MACX Open Studio

Facilitating Research-led Collaborative Social Innovation



IIIT-B RISE

9th April, 9:45am – 2:30pm

IIIT-B Innovation Centre

<http://iiitb.org>

I-MACX Open Studio

Facilitating Research-led Collaborative Social Innovation



As part of our inaugural edition of **"IIT-B RISE"**, we are conducting

"I-MACX Open Studio" with focus on "Collaborative Social Innovation"

bringing under one roof various stakeholders - startups, corporate tech labs, investors, civic leaders and IIT-B faculty & students - for possible collaboration and to address the pressing challenges faced by our society, through research-led technology innovations.

We have confirmed participation from business / technology leaders of corporates and civic-organizations. They would join our esteemed faculty & researchers and I-MACX Startups (currently incubated at our campus) in exploring collaborative, co-creation opportunities.

If you are a(n) Researcher / Innovator / Entrepreneur who:

- * Believes in "Social Innovation"
- * Understands the benefits of "Open Innovation" and
- * Differentiates your creations through "Research-led Innovation"

And would like to both contribute to and benefit from this "Open Studio" initiative, please join us on the 9th April between 9:45 – 2:30pm.

Register @ <https://imacx-openstudio.doattend.com>

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Social Problems are Inherently Wicked

- **As a researcher:** We strive hard to make our research address such critical problem(s)
- **As an Innovator:** We dream that our innovations are lapped up by the market
- **As a Social Change Agent:** We pray that there are very many good tech-samaritans who comprehend and complement our efforts
- **As an Entrepreneur:** We are “Researcher + Innovator + Social Change Agent”, rolled into one; We work, dream & pray to create ventures that are sustainable, scalable and impactful
- **On the 9th, We will have in our midst**
 - Faculty & Researchers who could help in creating research-led technology solutions
 - Innovation Experts who have successfully helped cross-over from Research IP to Marketable Innovations
 - Market Players & Corporate leaders who have helped connect Innovators & Startups get connected to potential customers
 - Social Activists & Entrepreneurs who have made a remarkable impact on society by adopting technology
 - Investors & Influencers who could guide us in creating successful ventures
- **Do join us and help us in our Social Innovation Ecosystem building efforts**

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For A Thriving Innovation Ecosystem



- **Entrepreneurship Panel:**

- This esteemed panel comprising of investors & entrepreneurs themselves will focus on (i) what would make tech-entrepreneurs & innovators successful in their efforts; (ii) how could incubators & accelerators nurture ecosystem that facilitates research-led innovation

- **Societal Context Panel:**

- This reverential panel of social / civic leaders will focus on the importance of understanding the context, share the challenges they face, the kind of frugal innovations that they have adopted and the expectations that they have from tech-samaritans (be it researchers, innovators, entrepreneurs)

- **Open Innovation Panel:**

- This business-focused panel members of corporate leaders will share their thoughts as to how startups and corporates could work together and help each other out adopting “Open Innovation” and “Effectuation” frameworks – to effectively address the challenging, time-sensitive market needs

- **Research Panel:**

- And finally, this expert panel of academicians & practitioners will share valuable insights as to how they have helped themselves / other firms in effectively taking their research to the marketplace

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I-MACX Open Studio

Research-led Collaborative Social Innovation

Date & Time: 9th April, 9:45am – 2:30pm

Venue: IIIT Bangalore



AGENDA

- 9:00 – 9:45 Registration & Networking (over light breakfast)
 9:55am Welcome Address: **Prof. Sridhar V**, Event Chair - RISE
 Opening Remarks: **Prof. Ramesh S**, I-MACX

E ntrepreneurship# (10:15-11:00)	S ocietal Context# (11:15-12:00)	O pen I nnovation# (12:15-1:00)	P roductizing R esearch# (1:45-2:30)
Mr. Chinnu S (Exfinity Ventures)	Prahaladisha Prabhu (ISKCON)	Mr. Nataraj K (Accenture TechLabs)	Mr. Subrahmanyam I (Social Convergence)
Mr. Vijaya Kumar I (Crayon Data Labs)	Mr. Venkatesh K (iChangeMyCity)	Mr. Vishnu N (Nokia CTO Office)	Dr. Sudeendra K (Prasu Consulting)
Mr. Siva R (Ephicity LifeScience)	Mr. Mohan K (iAccept)	Mr. Varadarajan K (100 Open Startups)	Prof. Manish G (VideoKen)
Open Forum: Startup Challenges	Open Forum: Social Challenges	Open Forum: Innovation Challenges	Open Forum: Research Challenges

2:30pm Vote of Thanks: **Prof. Srinath S**, Dean (R&D) - IIIT Bangalore

1:00 – 1:45: Lunch @ Bhaskara Cafe
 # All talks: TED style, ~10 minutes

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AGENDA

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9:55: Welcome Address: **Prof. Sridhar V**, Event Chair – RISE

10:05: Opening Remarks: **Prof. Ramesh S**, I-MACX

Entrepreneurship (10:15 – 11:00):

10:15: Research-led Entrepreneurship: A VC perspective, Mr. Chinnu - Exfinity Ventures

10:30: Role of Research institutions in nurturing Social Entrepreneurship, Mr. Vijaya Kumar – Crayon Data Labs & Acumen Fund

10:45: Revenge of the Geeks: Are Tech-PhDs potential entrepreneurs, Mr. Siva - Efficacy Life Science Analytics

Societal Context (11:15 – 12:00):

11:15: Is Tech the new fuel that powers spiritual & social organizations? Prahaladisha Prabhu, ISKCON

11:30: Does Research matter in shaping Public Policy? Mr. Venkatesh, Knight Foundation Fellow & IChangeMyCity

11:45: How do we know if we have made a difference? Mr. Mohan, Founder - iAccept and ex-Sec, National Association for Blind

Open Innovation (12:15 – 1:00):

12:15: Open Innovation & Tech4Good: Partners in addressing wicked social problems, Mr. Nataraj, Accenture Tech Labs

12:30: Corporate-University Research Collaboration - Operational Challenges, Mr. Vishnu, Nokia CTO Office

12:45: Co-creating the Future: Is this a Fad? Mr. Varadarajan, 100OpenStartups

Productizing Research (1:45 – 2:30):

1:45: Each step reveals a new horizon - What can we do today jointly? Mr. Subrahmanyam, Social Convergence

2:00: Awaken the Innovator within, Dr. Sudeendra, Prasu Consulting

2:15: Am I there yet? Journey of a Researcher turned Entrepreneur, Prof. Manish, VideoKen

2:30: Vote of Thanks: **Prof. Srinath S**, Dean (R&D) - IIIT Bangalore