



शिक्षा मंत्रालय
MINISTRY OF
EDUCATION



MoE's
INNOVATION CELL
(GOVERNMENT OF INDIA)



Institution's Innovation Council Saurashtra University Rajkot

Innovation Lab: Crafting Customer Insights & Business Models

18th February 2025

Seminar hall, R K University, Rajkot

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Saurashtra University – IIC

The university is dedicated to instruction, research, and extending knowledge to the public (public service). Ministry of Education (MoE), Govt. of India has established 'MoE's Innovation Cell (MIC)' to systematically foster the culture of Innovation among all Higher Education Institutions (HEIs). The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are informative years. Saurashtra University is one the Organization that have constituted the IIC to foster the vision of MoE and be a part for the promotion and development of innovation ecosystem.

Event Schedule

09:00AM	Registration
09:30AM	Introduction AICTE-MIC
10:00AM	Customer Discovery Lab: Identify Customer Segments and Build Customer Personas
11:00AM	Refreshment
11:10AM	Session on Customer Segment
01:00PM	Lunch break
02:00PM	Session on Customer Persona
03:00PM	Existing Market/ New Markets / Re-Segmented Markets
04:00PM	Networking tea

Event Registration Link

[bit.ly/ SUSEC-BDH](https://bit.ly/SUSEC-BDH)

Brief about Event

AICTE - MIC, in collaboration with Wadhvani Foundation as the knowledge partner, is organized an Outreach Program on “Innovation Lab: Crafting Customer Insights & Business Models” on 24th February, 2025 from 09:00am to 4:00pm. This program aims to equip participants with essential entrepreneurial skills, focusing on customer discovery and business model development, with insights shared by an expert speaker.

The program aims to provide participants with fundamental entrepreneurial skills, focusing on customer discovery and business model development. This initiative is part of the broader efforts to foster an innovation-driven startup ecosystem by equipping students, startups, and aspiring entrepreneurs with practical knowledge and industry insights.

The program featured an expert session by Mr. Parth Sejpal, CEO of SUSEC, Saurashtra University, who provided deep insights into innovation, startup strategies, and market positioning.

The event commenced with the registration process at 09:00 AM, where participants received event kits and materials. At 09:30 AM, an introduction to AICTE-MIC was presented, emphasizing its role in fostering entrepreneurship and innovation. This session provided an overview of the various initiatives undertaken by AICTE-MIC to support budding entrepreneurs.

At 10:00 AM, the Customer Discovery Lab session was conducted, focusing on identifying customer segments and building customer personas. Participants learned techniques to understand customer behavior, segment target audiences, and develop customer personas that align with their business ideas. This was followed by a short refreshment break at 11:00 AM.

The next session, held at 11:10 AM, delved into customer segmentation, where participants explored different market segmentation strategies. The session emphasized understanding customer behavior, demographic analysis, and methods to identify potential customers. Real-world case studies were presented to illustrate effective segmentation strategies.

After a lunch break at 01:00 PM, the program resumed at 02:00 PM with a session on Customer Persona. This interactive session guided participants in defining detailed customer profiles and understanding how these personas influence business model development. The session highlighted the importance of aligning business strategies with customer needs.

At 03:00 PM, the discussion shifted to market positioning, where participants learned about existing markets, new markets, and re-segmented markets. The session focused on strategies for positioning a product or service effectively, entering the right market segment, and expanding into new opportunities. Participants gained insights into analyzing market trends and developing go-to-market strategies.

The event concluded with a networking tea session at 04:00 PM, allowing participants to interact with mentors, speakers, and fellow entrepreneurs. This provided a platform for knowledge exchange, collaboration, and potential business opportunities.

Key Points

During the session, below mentioned points were discussed:

- Customer Discovery
- Understanding Customer Insights
- Business Model Innovation
- Technology Readiness & Scalability
- Commercialization & Go-To-Market Strategies
- Expert Insights & Mentorship

Outcome

By the end of the program, participants gained a clear understanding of customer segmentation and personas, learned how to analyze market opportunities, and developed skills to build effective business models. The sessions helped them refine their startup ideas, improve their go-to-market strategies, and expand their professional networks through meaningful interactions with mentors and peers

About the Speaker / Chief Guest



Mr. Parth Sejpal

CEO, SUSEC,
Incubation Centre, Saurashtra University

The poster features logos for AICTE's Innovation Cell (Government of India), AICTE, Ministry of Education, and RK University. The title is 'INNOVATION LAB: CRAFTING CUSTOMER INSIGHTS & BUSINESS MODELS'. The text describes the program as an outreach initiative by AICTE-MIC and Wadhvani Foundation, focusing on customer discovery and business model development. The speaker is Mr. Parth Sejpal, CEO of SUSEC. The event is on 18th February 2025, from 9:00 AM to 6:30 PM, at RK University, Rajkot, Gujarat. The website www.susec.ac.in is provided. Logos for Wadhvani Foundation and SUSEC are also present.



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