



TKM Institute of Technology



(Approved by AICTE, New Delhi & affiliated to Kerala Technological University)
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REPORT ON Webinar on Idea to product: Navigating the pathway to successful product

Venue: EDUSAT Theatre

Date: 12 August 2024

Poster:



Description

The TKM Institute of Technology in association with BLAZE organisation of Biomedical Department has conducted a webinar on the topic " Idea to product: Navigating the pathway

to successful product" on 12 August, 2024. The session was handled by Dr. Rijesh, Chief Executive Officer of Dr. Moopen's iNEST and Dr. Rabeesh V P, Biomedical Scientist at Dr. Moopen's iNEST. The session provided a detailed roadmap for turning innovative ideas into successful products.

The session offered a thorough guide to transforming innovative ideas into successful products. The session covered critical aspects of the product development process, including the importance of prototyping and iterating based on user feedback, conducting market research to validate product concepts, and exploring various funding options for securing investment. Participants gained insights into effective strategies for market validation, designing user-centric products, and preparing compelling pitches for potential investors. The webinar also featured a Q&A session addressing practical challenges such as budget constraints and key factors for crafting persuasive pitches. Overall, the event was well-received, providing attendees with actionable advice and a clear roadmap for navigating the complexities of product development.

