

# Technology Due Diligence for Investors & Start — ups



Saturday, 2 Sept 2017 | 10.30 am — 12.30 pm  
Lecture Theatre, Venture Center, 100 NCL Innovation Park

#### For start-ups:

Start-ups face many hurdles in their endeavour to convert their idea to an Innovation that generates value. Some hurdles which are invisible and become apparent too late to make any changes in the invention thus negatively impacting the Innovation. Precisely this Challenge is the topic of the seminar. The occurrence of these hurdles can be considered as risks which incubators need to be aware of. Technology incubators need to identify the markets correctly and characterise its behaviour financially as well as technologically so as to systematically identify gaps and develop solutions that ensure success in the identified markets. Technology roadmapping and scouting are few of the tools to identifying the Market Potential by analysing the Main Parameters of value and pinpointing exact directions of evolution along with potential secondary problems that will be faced during the evolution, thus resulting in identifying complementary technologies that need to be adapted for ensuring success in market. This session would help Start-ups / incubators to understand scientific and systematic methods that increase the conversion rate of Invention - Innovation many folds.

#### For investors:

Start-ups have a potential to uncover New Cash Cows. However, there are a number of risk elements which needs to be taken care of, before realising the potential. Risks which are known and those which are not known in the beginning of the venture. Knowing the Risk of the Un-Known is very Critical for any Venture Capitalist / Investor  
Failure of a concept could happen to the brightest ideas; hence it is imperative that a start-up needs to plan for the pivot. i.e. have a plan B. How do we do this, how responsive is the concept to alternatives possibilities. Adjacent market identification is one of the approach which helps one to understand alternative markets which could be serviced by similar technologies. Much of the risks which do not meet the eye can be uncovered by using sound and systematic techniques. This session would speak about few such techniques which if used could help one identify & work on the concept further, which could be a guaranteed winner. This session would help Investors to understand scientific and systematic methods if used, increase the conversion rate of "Invention - Innovation" many folds, before Investing.

### About the speaker



Shree Phadnis (Chairman, Triz Association of Asia)

Shree is the current Chairman of the TRIZ association of Asia a body affiliated to MATRIZ (International TRIZ association), responsible for proliferation and certification of TRIZ in Asia, with 20 Years of consulting and management experience. He has been involved in consulting and training interventions in Innovation, Balanced Scorecard development, Process Improvement and Quality domain. Shree is a Certified TRIZ User and Trainer from MATRIZ at level 3 the first one in India, Shree is a Gold certificate holder at level 3 from Institute of Innovative Design, Certified Six Sigma Master Black Belt (MBB), Educated on Effective Education and Problem Management Tools Based on TRIZ under TRIZ Master Nikolai Khomenko, Educated on teaching TRIZ to children aged 3 to 10 under TRIZ expert Tatiata Sudrouch and Alla Nestrenko. Some organizations with which Shree has been involved as a consultant include Citibank, GENPACT (formerly, GECapital International Services - GECIS), Reliance, Tata Telecom, Venture Infotek, Maersk, Citigroup (eServe International), Oracle, Adventity, Prudential, Crompton Greaves, Mesung, Forbes Marshall, NTPC, Sona Koyo, Ministry of Defense Singapore and many more. Shree is a BE (Mechanical), Post-graduation in Quality Management from World Wide Quality Management Network, Post Graduate in Patent Law from NALSAR University, Shree is a Certified I-TRIZ Directed Evolution Specialist by Ideation International Inc.

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