

## Institution's Innovation Council

### IIC Calendar Activity

**Title:** Session on Innovation / Prototype Validation -  
Converting Innovation into a start-up or session on  
achieving "Value Proposition Fit" & "Business Fit"

**Organizing Secretary:** Dr. P. Sanjay, Dean Research,  
IIC-Convener

**IIC Student Coordinator:** Deepak V

**Date:** 08.07.2025

**Time:** 02.00 PM - 04.00 PM

**Venue:** Lecture Hall 3



### Objectives:

1. To understand the process of validating innovations and prototypes before market entry.
2. To explore the road map of transforming an innovative idea into a viable startup.
3. To analyze the concepts of "value proposition fit" and "business fit" in entrepreneurial success.
4. To empower students with tools and thinking models that bridge technical ideas with market needs.

### Guest Speaker:

Dr D Beulah David

Innovation Ambassador, Professor,  
Department Of Green Computing,

Saveetha School Of Engineering,  
Saveetha Institute Of Medical And Technical Sciences, Chennai.

**Participant Details:**

The workshop was attended by 150 participants from Phase III MBBS. Individuals pursuing undergraduate degrees who are interested in research and turning their ideas into patents attended the event.

**Programme Overview:**

In this interactive session, Dr. D. Beulah David guided participants through the step-by-step journey of prototype validation. She explained how innovation alone is not enough, and how structured validation processes like customer feedback, MVP testing, and market trials are essential before launch. Using relatable case studies, she illustrated how student innovations can be nurtured into full-fledged startups through proper mentoring and ecosystem support. Her engaging teaching style helped demystify startup jargon and encouraged hands-on learning.

In the latter half of the session, she shifted focus to the twin pillars of a sustainable business – value proposition fit and business fit. She also emphasized how a brilliant idea must resonate with real customer pain points to succeed in the real world. She illustrated how students can test this resonance through early adopter feedback and problem-solution alignment. By the end of this discussion, participants gained clarity on how to tweak, pivot, or persevere with their startup journey based on these two essential fits.

**Outcome:**

1. Students will be able to clearly differentiate between an idea, an innovation, and a validated prototype.
2. Participants will understand the process and importance of aligning innovation with market demand.
3. Students will gain insights into creating startups rooted in strong value propositions.
4. Attendees will be equipped with strategies to identify whether their idea has potential business fit.

## Conclusion:

This session provided a valuable bridge between technical innovation and entrepreneurial action. Dr. Beulah David's expertise brought clarity to complex concepts and made them highly relatable for budding innovators. Participants left feeling inspired and better prepared to validate, adapt, and launch their ideas into the real world. The interactive nature of the session allowed students to connect theoretical knowledge with real-life applications. Overall, the workshop was well-received and served as a foundational exposure to startup finance for medical students.







JOIN US ON A SESSION ON

**SESSION ON INNOVATION/PROTOTYPE  
VALIDATION – CONVERTING INNOVATION  
INTO A START-UP OR SESSION ON  
ACHIEVING "VALUE PROPOSITION FIT" &  
"BUSINESS FIT"**

DR D BEULAH DAVID  
INNOVATION AMBASSADOR, PROFESSOR,  
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SAVEETHA INSTITUTE OF MEDICAL AND  
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**DATE: 08.07.25**



