

Essentials of Innovation & Entrepreneurship (EIE) - I

Module (M0): Orientation



CIE Reel

Interactive Poll (Mentimeter)

Join at www.menti.com
use the code: **1784 4848**



Welcome to CIE (video here)

CIE Startup Journey



December 2017

(CIE starts in a small office)



January 2018

(Student team helped in the Design of CIE!)



Now

(New space operational since May 2018)

CIE JOURNEY 2018-2023

INSPIRE

IDEATE

INNOVATE



- **CIE Basecamp:** 700+ students, 9 weeks
- **CIE Bootcamp:** 30 students, residential 1-week program
- **1st Course:** CIE-Level 1 "Getting to know Entrepreneurship"
- **Industry Contest:** Intel India Student Contest for Game Dev; Rs 1 Lac prize money
- **International Conference:** CIE perspective presented at UC Berkeley GVL 2018.
- **Microsoft CodeFunDo++:** 200+ Students participate

2018

- **New Course:** CIE-Level 2 "Building A Lean Startup"
- **Intel Student AI/ML Contest:** 207 students, Rs.2.25 Lac in prize money
- **GDC-IIT Madras I-NCUBATE program:** 5 PES teams selected
- **Microsoft WISE (Women in SW Engg)** selects PES for inaugural Bangalore program
- **10th Effectuation Conference, Berlin:** CIE presentation
- **Hult Prize Challenge:** 1st time at PES

2019

- **Intel student AI/ML Contest:** 319 students, 20 Faculty, Rs 1.25 Lac awards
- **BV Jagadeesh (Silicon Valley VC):** 5-day Startup workshop
- **New Course:** Practical Approach to Deep Learning (with Intel AI Academy)
- **UC Berkeley "Semester Abroad"** program

2020



- **Cisco/NASSCOM Foundation ThingQbator Program:** FOUR PES teams in top 10, Rs 5 lacks seed funding per team
- **LnF (Learn n Fun):** Gamified AI/ML Learning Platform (prototype), students from 3 depts
- **IEEE EDUCON (Vienna)** conference publication, co-authored with Intel India

2021

- **Cisco/NASSCOM Foundation ThingQbator Program:** FIVE PES teams in top 10, Rs 5 lacks seed funding per team
- CIE hosts Mr. Rostow Ramanan, Chairman, Nasscom Foundation
- **AMA Talk series 'Startup Symphonies'** with Startup Founders
- **ICL2022 Vienna** conference publication (LnF - gamified learning platform)

2022

- **CIE Aarambh program:** with Harvard Manage Mentor
- **CPIP (Capstone Project with Industry Partners)** kicked off with 3 companies
- **New Course:** with Intel on Firmware/ System Architecture
- **AMA Talks series** continues
- **Invited to the IIT Bombay SemiX Advisory Board**
- **CIE Summer Workshop (SWS) 2023:** a 7-week workshops
- **PESU Entrepreneurship Cell** from both RR and EC campuses co-host E-Summit
- **BV Jagadeesh (Silicon Valley VC):** 4-day Startup Masterclass
- CIE generates 46 external internships

2023

1989

Students Graduated

46

Industry/Startup Internships

38

Cohorts Graduated

1400+

Students Participating in 9 Industry Programs

6 Mil

Industry Grants/Awards

6

New Courses at CIE



 **2159**

Students
Graduated

**41**

Cohorts

**6** Courses

- L1: Getting Started with Entrepreneurship
- L2: Building A Lean Startup
- BIOS Firmware Course
- Practical Approach to Deep Learning
- Practical Approach to Machine Learning
- Essentials of Product Management

₹ 6.5 Mil

Industry
Grants/Awards

**50**

Industry/Startup
Internships

**12**

Industry/Startup
Placements

**10** Industry
Programs

- Research Innovation Contests (Intel)
- Microsoft CodeFundo++
- Microsoft WISE
- Cisco ThingQbator program
- IIT-Madras GDC I-NCUBATE
- BV Jagadeesh Entrepreneurship Masterclass

**1500+**

Students
Participating in
Industry Programs

**9**

International
Publications &
Conference
Speakerships

**57**

Students completed
Harvard Manage
Mentor (Soft Skills)

**1**

International
Exchange Program

**12**

Capstone Projects
with Industry
Partner (CPIP)





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Mr. Madhukar Narasimha

CIE Program Manager
(cieoffice@pes.edu)
(RR campus)

Department Coordinators
(Your respective Department)

E-Cell
Student body
(EC & RR campus)

Engineer, Entrepreneur, Educator



Intel (20 yrs US/India; R&D, Strategy, Prod Mgmt)

New Product Innovation: Intel® Xeon™ D



Founding President: SEMI India



Founding Director: CIE



Fun Fact: Train Travel (US, Europe, Asia)

EIE - Teaching Assistants (TA)



Chirag C Shekar



Anirudh H A



Dhruv Tandon



Ajay Rao



Adithya R

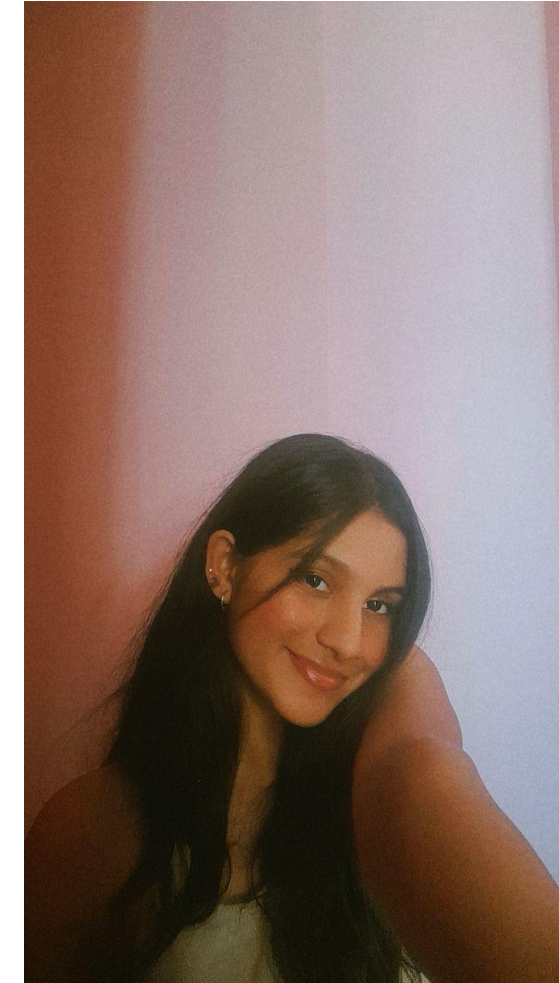
EIE - Teaching Assistants (TA)



Chinmay D



Pranav Nair



Kaveri



Lalith G

CIE Social Media Community



[@cie.pesu](#)



[Center for Innovation and Entrepreneurship @ PES University](#)



[@CIECommunity](#)

Course Objectives

- **Embrace I&E Mindset**
- **Kick Start Your I&E Journey**
- **Understanding Transformative Tech-led Changes**
- **Business Acumen**
- **Prepare for Your Post-University Journey**

Learning Outcomes

- **I&E Mindset Awareness**
- **Idea-to-Market Process Familiarity**
- **Technology Transformation Awareness**
- **Business Fundamentals Understanding**
- **(Hopefully) Find like-minded fellow students & build a network**

Course Outline

M1	Introduction to Innovation and Entrepreneurship
M2	Cultivating an Entrepreneurial Mindset
M3	Human-Centred Innovation
M4	Idea to Market, Opportunity Identification and Ethics
M5	Building/Leading Teams in Startups
M6	Value Proposition and Protecting your IP
M7	Business Model Canvas
M8	AI : Reimagining How We Innovate
M9	Selling your Idea/Product and Pitching
M10	Finance for Startups
M11	Developing your Entrepreneurial Action Plan

Course Mechanics

Credits: 2 Credits (Weekly 2hr)

Engagement: **Online** (recommend you use all other resources: PESU, Dept & CIE)

Will include talks by Startup Founders, Industry Experts, PESU Faculty, etc

Grading*: **S: 90 –100 A: 80 –89 B: 70.-79 C: 60 –69 D: 50 –59 E: 40 –49 F: 39 & below**

Assessment*: 2 ISAs (25% each) and 1 ESA (50%)

References:

- Technology Ventures: From Idea to Enterprise, McGraw Hill
- PES University 'CIE Level 1' Course - [Getting Started With Entrepreneurship](#)
- VentureLab ([Entrepreneurial Skillset and Mindset](#))
- European Union (EU) [Entrepreneurship Competencies](#)

How to Get the Best Out of this Course?

- **Discipline, Perseverance & Commitment**
(key ingredients of a successful entrepreneur!)
- **Practice the framework/tools you learn**
(develop skills to use the 'tools' ; not formulaic, find out what works best for you)
- **Lots of 'doing' in a Team setting (if Team succeeds, you succeed)**
(develop skills to use the 'tools' ; not formulaic, find out what works best for you/team)
- **Digital Collaboration :**
 - > MS Team (chat/discussion, file sharing etc.)
 - > Info/articles/relevant news/etc: LinkedIn ([CIE](#)), Instagram ([@cie.pesu](#))

Student Engagement / Facilitation

Online

- Q/A on MS Teams (Moderated by CIE TAs)
- Polls
- Session Quiz on PESU Academy: **Important!**

Offline

- **Department Coordinator** (DC) in your respective Department