

DT-Week-12

L1 Launch

- digital marketing checklist
- what all features should be there?

L2 Speeding Vehicle Soluⁿ

- speed hump (24x7)

L3 Open Air Gyms Soluⁿ

- old tractor tire

L4 Intrapreneurship

- inside the organisaⁿ (mainly the big ones)
- Eg. Bala sir company → putting the constraints very carefully. 260 → 60 → 20 → 7 → 2.
- Innovaⁿ intrapreneurship contest
- giving a feedback is crucial.
- since, we are inside the company, it should come from the top executives
- planning in advance is imp^t.
- align with the business goal
- what does innovaⁿ mean to your organisaⁿ?

L5 Future Prospects

- opportunity to launch your app
- ECell - IIT M.

L6 Big Leap

- Bridging Invenⁿ Innoceaⁿ Gap
- what is innoceaⁿ → explain it to 12th class student, then try 5th grade student. Or try some Bollywood style.