



Accelper Consulting

# ACCELER CONSULTING, USA & GLOBAL INSTITUTE OF INTELLECTUAL PROPERTY, INDIA Present a 2 DAY WORKSHOP on **BRINNOVATION™** BREAKTHROUGH INNOVATION METHODOLOGY

July 05-06, 2010  
at India Habitat Center, New Delhi

## COURSE CERTIFIED BY:



IIT School of Applied Technology  
ILLINOIS INSTITUTE OF TECHNOLOGY

In this knowledge era, innovation competency has become an evolving necessity at individual and corporate levels. Learn the Science of Innovation through Brinnovation™ methodology, a framework for helping individuals and organizations in maximizing utilization of intellectual resources to generate savings as well as develop new opportunities for revenue growth.

Brinnovation™ is designed to teach innovative thinking through theory, methods and practice of innovation. The course incorporates Einstein's thinking and Edison's method to establish the innovation process that can be applied in current business environment. The Brinnovation™ methodology consists of the five phases namely Target, Explore, Develop, Optimize, and Commercialize (TEDOC).

*"We must not expect excellence, we must passionately pursue excellence and innovation."*

- Praveen Gupta, President, Accelper Consulting, and Faculty, Business Innovation, IIT Chicago



*Praveen Gupta is a world renowned thought leader in the field of innovation. He has conducted seminars worldwide for over 20 years teaching several thousands of people. He has authored several books including Business Innovation in the 21st Century, The Innovation solution, Six Sigma Performance Handbook, and Service Scorecard.*

*He has developed an echo system of Innovation to promote science and engineering of innovation. It consists of the annual Business Innovation Conference, International Journal of Innovation Science, Business Innovator Certification, Center for Innovation Science at IIT School of Applied Technology, and Business Innovation Network, [ibusinessinnovation.com](http://ibusinessinnovation.com) portal, and Business Innovation Maturity Model (BIMM).*

## WHO SHOULD ATTEND

Directors, Senior Managers, Managers, Leaders, Engineers, Professionals & Senior executives from various private or public organizations.

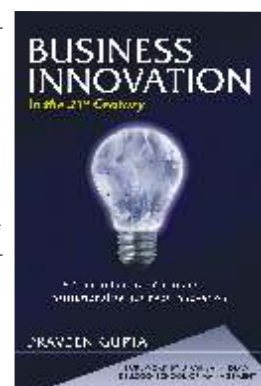
This two-day session is designed for managers and professionals to learn the Brinnovation™ framework, and practice the TEDOC methodology on real projects.

## ABOUT GIIP

GIIP is a pioneering Institute in IP education & research. The company has been set up by a team of successful entrepreneurs, US lawyers and IP practitioners. GIIP's training programs are conducted by Indian and international IP practitioners, to provide comprehensive knowledge about different types of Intellectual Property (IP), related protection systems & their significance, infringement issues and strategies for commercialization and management. GIIP's training programs cater to a wide audience including inventors, scientists, domain experts, business managers, practicing professionals, and teachers & students from technical, legal and management streams.

*Praveen is the founding President of Accelper Consulting engaged in helping companies benefit from Six Sigma, Process Excellence and Business Innovation. He is instrumental in setting up the Business Innovator certification program at the Illinois Institute of Technology where he teaches Business Innovation. The certification has been approved by the Illinois State Government for enhancing skills.*

*Prior to starting his consulting business Mr. Gupta worked at Motorola, and AT&T Bell Laboratories. Praveen is a graduate of IIT Roorkee.*



## DAY 1 - SESSION 1

### INTRODUCTION TO BRINNOVATION™

#### REAL TIME MARKETING

#### INNOVATION OPPORTUNITY IDENTIFICATION

#### LEARNING OBJECTIVES

To conceptually understand the need for Innovation. Understand the difference between 'Creativity', 'Invention' and 'Innovation'. Internalize what is expected out of Business Innovation. Participants would review the role of customer in Innovation and at the end of the sessions they would select one opportunity to work upon after identifying a number of innovation opportunities at their workplace.

## DAY 1 - SESSION 2

### THE TEDOC METHODOLOGY

#### TARGET PHASE AND APPLICATION TO THE OPPORTUNITY

- Kano's Model

#### EXPLORE PHASE AND APPLICATION TO THE OPPORTUNITY

- Keywords
- Jotting Down Ideas
- Creating New Keywords

#### LEARNING OBJECTIVES

To understand basic steps of the TEDOC methodology. Apply the Target and Explore phases to the selected opportunity. At the end of this session, the participants would be clear about the value proposition, they would have completed the research on the opportunity to gain more insights and selected key ideas to take them to the next steps of the methodology.

## DAY 2 -SESSION 3

### DEVELOP PHASE & APPLICATION TO THE OPPORTUNITY

- 4-P Model for innovation
- Evaluating Ideas
- Levels for play

### OPTIMIZE PHASE & APPLICATION TO THE OPPORTUNITY

- Refining Performance
- Reproducibility of Solution
- Maximizing Innovation
- Innovating for Profit

#### LEARNING OBJECTIVES

Base upon the research in the Explore phase, the participants shall identify and evaluate the variables, and develop multiple solutions that are expected to produce the breakthrough innovation. The participants would learn to optimize the best solution for profit.

## DAY 2 -SESSION 4

### COMMERCIALIZE PHASE & APPLICATION TO THE OPPORTUNITY

- Protecting Innovation
- Preparing Operations Plan
- Preparing Marketing and Sales Plan
- Preparing Financial Plan
- Building the Operations Team

### CLOSING - PROJECT COMPLETION AND PRESENTATION

#### LEARNING OBJECTIVES

In this session the rubber would meet the road when the participants would work on developing the commercialization plan of their innovative solution to the opportunity identified in the Target phase. The participants would complete the project and make a short presentation of their innovative solution.

## SOME COMMENTS FROM THOSE WHO HAVE ATTENDED PRAVEEN'S SESSIONS ON INNOVATION AND HAVE WORKED WITH HIM CLOSELY.

*"I recently joined a company where a new technology platform was being developed for over a year. Two months after joining the company I developed a new technology platform in three days using your methodology." -A Development Engineer*

*"Having taught innovation and entrepreneurship along with Praveen Gupta at Illinois Institute of Technology (IIT) we have recognized distinct roles of innovation and entrepreneurship for the success of a business." - Dean IIT School of Applied Technology*

## WORKSHOP SCHEDULE

- 09:00 am Registration
- 09:30 am Workshop commences
- 11:30 am Refreshments (15 min.)
- 01:45 pm Networking Lunch
- 03:00 pm Workshop Resumes
- 04:30 pm Refreshments (15 min.)
- 06:00 pm Workshop Ends

## REGISTRATION

To register for the workshop, please visit our website, download the form and email the filled form to [intellect@giipinfo.com](mailto:intellect@giipinfo.com)

## FOR MORE INFORMATION



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