

Sri Venkateswara College of Engineering

Department of Information Technology



**Expert Talk on “Process of Innovation development, Technology Readiness Level (TRL):
Commercialization of Lab Technologies and Technology Transfer” in association with IIC-SVCE
and SVCE-EPIC
A Report**

August 24, 2023

To: HOD-INT
Noted
26
9/19

Submitted to the principal

[Signature]
21/9/23

Sri Venkateswara College of Engineering

Department of Information Technology

A Report on Expert Talk on “Process of Innovation development, Technology Readiness Level (TRL): Commercialization of Lab Technologies and Technology Transfer”

Date: August 24, 2023

Venue: Seminar Hall, Dr. AC Muthiah Central Library

Speaker

Ms. Sujaya Rao,
Co-Founder, TEENR

Objectives

- To expose the participants towards commercialization of a product
- To create an awareness of Technology Readiness Levels

Event Recordings

Ms. Sujaya Rao, Co-Founder, TEENR, Dr. V. Vidhya, HOD/INT, and Dr. S Ilaiyavel, Manager, SVCE-EPIC honored the dais. Mr. E Sivakumar AP/INT welcomed the gathering and thanked Ms. Sujaya for her gracious acceptance to deliver the lecture. Dr. V. Vidhya introduced the chief guest and listed her profile and achievements in brief. She extended a warm welcome to the gathering. Following the welcome address, Ms. Sujaya delivered her talk. The session was very much interactive and the participants came out with interesting ad-hoc innovative ideas.

Highlights of the talk are pointed below.

1. Some of the innovations in our daily life
2. Key differences between innovation and invention
3. The importance of commercialization of an invention
4. The outline on transforming a product from laboratory to market
5. Importance of understanding the market before leaping in and the consequences of diving into market without proper research
6. Importance of Sustainable Development Goals (SDG) in innovation
7. Technology Readiness Levels and the minimum expected level to pitch an idea for consideration
8. Importance of empathy (to fit into the requirements of client)
9. Challenges in convincing clients and tips to prepare pitch-decks
10. Some of the prototypes at TEENR and awards felicitated to TEENR

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The session came to an end with Mr. E Sivakumar, AP/INT delivering the Vote of Thanks. Post talk the speaker had an interaction with a team of students on their product and she suggested a guideline on how to proceed.

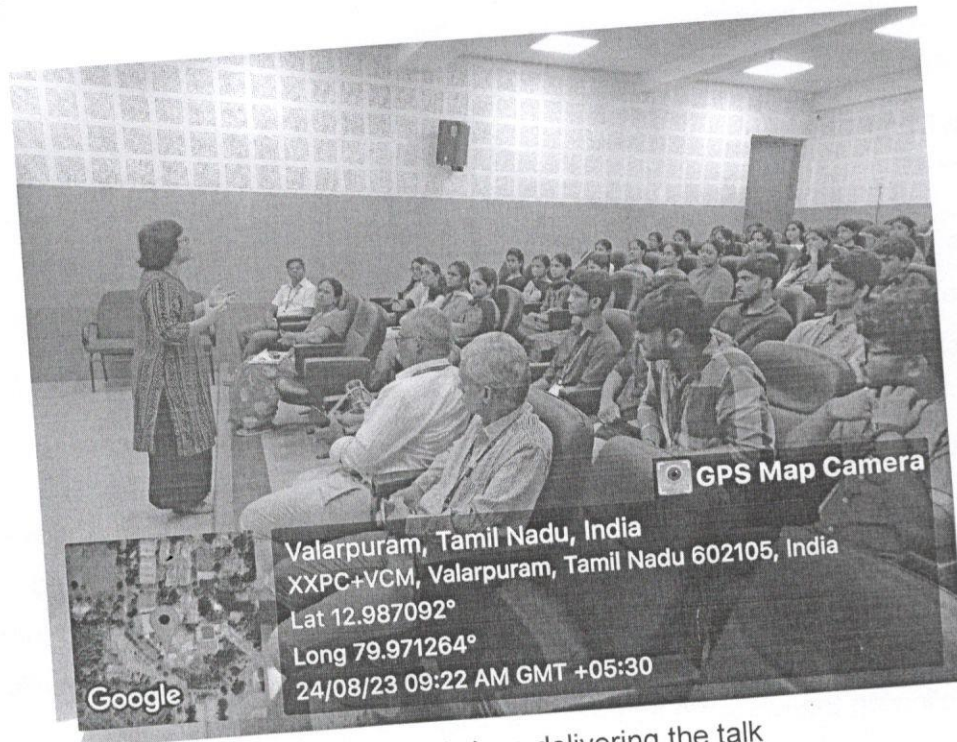


Figure 1: Ms Sujaya delivering the talk

Talk Outcomes

- The participants will be able to develop products meeting SDG
- The participants will do relevant market survey before venturing a product


Participant count: 41 students

Encl:

1. Expense Report
2. Feedback
3. Attendance
4. Invitation
5. Speaker's profile
6. Principal's approval

Coordinators

Dr. V. Vidhya, HOD/INT & Mr. E. Sivakumar, AP/INT


HOD/INT

Sri Venkateswara College of Engineering

Department of Information Technology

Expert Talk on "PROCESS OF INNOVATION DEVELOPMENT, TECHNOLOGY READINESS LEVEL

(TRL): COMMERCIALIZATION OF LAB TECHNOLOGIES AND TECHNOLOGY TRANSFER"

Attendance

August 24, 2023

SNo	Name	Yr/Sec	Signature
1	Vijaya Raghavan. G	III / B	V. Raghavan
2.	Suretha. S	III / B	Suretha
3	NITHISH. S	III - B	Nithish
4	NITHISHWAR. G	III - B	Nithishwar
5	M. Rohith	III - B	Rohith
6	Padmanjali Kannan	III B	Pad
7	NEHA. S	III - B	S. Neha
8	RAKSHITHA. R	III - B	Rakshi R.
9	MONIKA. S	III - B	Monika. S
10	SP RAMANATHAN	III - B	Ram
11.	MUGESH. D	III - B	D. Mugesh
12.	RAGHUL. A	III - B	Rahul.
13	Nanthanavalli. V	III - B	N. V. Nanthanavalli
14.	S. Raja Rajesvari	III B	S. Raja Rajesvari
15	S. Megha	III B	Megha
16	J. Meruthula	III B	J. Meruthula
17	I. Priyanka	III B	I. Priyanka
18	Neha Jain G	III - B	Neha
19.	Priyanga. L.	III - B	L. Priyanga
20	UMA UMA T. D	III - B	Uma T. D
21	VARSHA. J	III B	Varsha J
22	VIVEKANAND PANDIAN M. M	III B	V. M. Vivekanand Pandian
23	SHREYA S G	III B	S. Shreya S G
24	K. Navaneeth Aradh	III - B	K. Navaneeth Aradh

SNo	Name	Yr/Sec	Signature
25	Subash . V	<u>II</u> B	Subash
26.	Manav Palaiyal	<u>III</u> B	Manav
27	Sai Karthick . S	<u>III</u> B	S.K
28	SUREN . R	<u>III</u> B	R. S
29.	Varun . K	<u>III</u> B	Varun . K
30	Thirupathi . S	<u>III</u> 'B'	S. P
31.	Varantha kumar . S	<u>III</u> 'B'	V. S
32	Thirunarukavas . P.S.	<u>II</u> - 'B'	Thirunarukavas
33	Swetha . B	<u>III</u> - 'B'	S. Swetha
34	Swetha sai . I	<u>III</u> - 'B'	S. Swetha
35	Vidhya shree S K	<u>III</u> - 'B'	V. S. K
36	Saihari hana Suelhan M.	<u>III</u> - 'B''	S. Saihari
37	Sijith . U	<u>III</u> - 'B'	S. Sijith
38	Swati Meena G	<u>III</u> - 'B''	S. Swati
39	Oviya S	<u>III</u> - B	O. S
40	Mokshitha S	<u>III</u> - B	M. S
41	S. Pragatheeshwan	<u>III</u> - B	S. Pragas

S. Pragas



Sri Venkateswara College of Engineering

Department of Information Technology

August 23, 2023

Submitted to the Principal

Sir,

Sub: Requesting permission to conduct an Expert Talk on August 24, 2023

Department of Information Technology in association with SVCE-EPIC & IIC-SVCE is planning to conduct an Expert Talk on "Process of Innovation development, Technology Readiness Level Commercialization of Lab Technologies and Technology Transfer" for students and members of the faculty across the departments on **August 24, 2023 at Central Library Seminar**. Ms. Sujaya Rao, Co-Founder TEENR, will be the speaker for the event. Your permission to conduct the same is kindly requested.

Signatures

Madhya, HOD/INT

Praveen, Manager, SVCE-EPIC

Prakash, AP/INT

Thank you

To: HOD-INT
S. Prakash
23/8/23

U
23/8/23



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College of
Engineering



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Pennalur, Sriperumbudur, TamilNadu | www.svce.ac.in

Department of Information Technology

In Association With

**Entrepreneurship Promotion and Incubation Center (SVCE EPIC)
&
Institution Innovation Council
(IIC - SVCE SRIPERUMBUDUR) (IC201810371)**

*Cordially Invites You All For a Expert Talk
on*

"Process of Innovation Development, Technology Readiness Level (TRL); Commercialization of Lab Technologies & Tech-Transfer"

(Quarter II IIC - Level 2 Activity)

RESOURCE PERSON



Ms. Sujaya Rao
Co-founder
TEENR Startup & Mentor

DATE: 24th August, 2023

TIME: 09:30 am

VENUE: Seminar Hall, Dr.A.C.Muthiah Central Library, SVCE

Mr. E. Sivakumar,
Assistant Professor

Department of Information Technology
Coordinator

Dr. V. Vidhya,
Professor & Head

Department of Information Technology

Dr. S. Ganesh Vaidyanathan,
Principal, SVCE