

(Autonomous - Affiliated to Anna University, NAAC Accredited)  
Pennalur, Sriperumbudur Tk., - 602117, Tamil Nadu

# WEBINAR

Organized by

Department of Electrical & Electronics Engineering

in association with

IIC - SVCE Chennai (IC201810371)

on

## “Building an Innovation & Product fit for Market ”

Resource Person

Mr. SV. Sreeraj  
Director  
Emcog Solutions Pvt Ltd.

Scheduled  
on

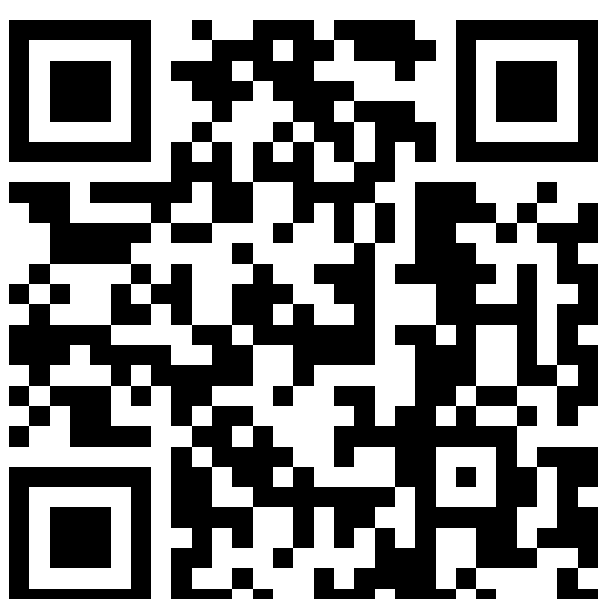
24.07.2021 (Saturday)  
06:00 P.M - 07:00 P.M (IST)

### COORDINATOR

Mr.V. Mohanraj  
IIC Coordinator  
Department of EEE

### CONVENER

Dr.KR. Santha  
Vice Principal  
Professor & Head  
Department of EEE



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## **Report on “Building an Innovation/Product Fit for Market Elective”**

**24/7/2021, 6 PM to 7 PM (IST)**

**Resource person: Mr.SV.Sreeraj [The Director, Emcog Solutions, Chennai]**

A brief introduction about the guest speaker was delivered by Mr.V. Mohanraj, Assistant Professor - Department of EEE.

Mr. Sreeraj welcomed all the participates, at first. There were about 58 participates. Later, he introduced himself and his own company, being an entrepreneur. He moved on to explain what innovation actually is? Innovation is the practical implementation of ideas that result in the introduction of new goods/services or improvement in offering goods / services. Subsequently, he discussed the traits of an entrepreneur which comprises of self-motivation, focus and risk management. Later, he emphasized on what a product is and its attributes are? [ An object or system available for customer consumption is called as a product].

He discussed the attributes of a product such as utilization, features, ergonomics, and unique selling proposition. What’s special in a company’s product is called unique selling proposition. Examples such as Netflix, Paytm and Swiggy were discussed.

He explained how some products failed at the market as they couldn’t fit into the system and disclosed how to develop a product which fits the market.

Step 1: Identify opportunity

Step 2: Identify methodology

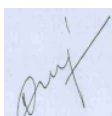
Step 3: Design and validate

Step 4: Prototype development

Later, he discussed a case study on how to develop a smart battery charger for EV applications. Eventually, he answered few queries put forward by the participates. After all, the program went good and for about 1.15 hours.

Oath of thanks was delivered by Dr. Sudhakar K Bharatan, Professor / Department of EEE.

Video Link: [https://drive.google.com/file/d/1exT31SLcR8HxkzeH\\_vvn80EBF3d6brei/view](https://drive.google.com/file/d/1exT31SLcR8HxkzeH_vvn80EBF3d6brei/view)



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