

BIOENGINEERING SEMINAR

at 3:00 PM on December 22nd , 2014
AR auditorium, Mechanical Engineering

Innovation Process in Biomedical Devices

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Innovation is not a one legged race nor is it for the weak hearted. At the end the idea may be worth only 3-4% of your entrepreneurial effort the rest come from grit, perspiration and a lot of patience. Not to rule out the element of luck.

In bringing the medical product to the market and getting customers to buy them, design thinking transverses across the whole chain of activities which includes managing the growth of your teams, your image and brand and the future aspirations of your customers.

In the interactive exercise; we hope to unearth and illustrate in a microcosm, the multifaceted aspect of design thinking that would transverse activities of going to market. My talking will be with prompts, comments, questions and as a single person jury.

About the speaker:

Graduated from BITS Pilani in 1979 with a career spanning over 30 years in a number of sectors including semiconductor manufacturing, analytical instrumentation, bioprocess engineering, industrial process control, factory automation and large volume manufacturing, aerospace and medical devices, mainly in start ups and greenfield projects in the roles that span marketing, project management, business strategy, product life cycle management and as an investor. He has a strong inclination towards building technologies that are disruptive in nature. Currently he is engaged in a start up that is building a critical care mechanical ventilator that promises to make this treatment modality easier to use, more reliable and cheaper to operate. As an evangelist for medical technology innovation in India, is associated with the FICCI Advisory Council on Innovation participating in developing advocacy, conducting workshops, creating a multi-stakeholder platforms for activities related to promoting innovation and entrepreneurship and recommending policy reforms to spur global competitiveness in the SME sector using innovation. He is also associated with an NGO that works in a citizen's initiative for a smart and beautiful community focusing on the management of e-waste.