

Business Bootcamp 18th December 2015
IIM Bangalore

ENABLEmakeathon
IDEATION TO IMPACT

**BUSINESS BOOTCAMP
AND MAKER DAYS**

18-21 December 2015, Bengaluru

www.enablemakeathon.org
@ICRC_nd #EnableMakeathon

Partners: Accessible India Campaign, IOTBLR, WORKBENCH PROJECTS, SWISSnex, FormulateIP, Intelcap, Dalberg

960 DAYS CHALLENGE 50,000+ US\$

ICRC
Government of India
Ministry of Social Justice & Empowerment

Time	Activity	Details
8:30 to 9:30	Check-in and breakfast	Checking in all teams at venue, assign to seats
9:30 to 9:45	Welcome note	IIMB to welcome all participants
9:45 to 10:45	Reflection	Think back on the journey so far, from Sign up to Challenge and Immersion Days to now. How has it shaped the participants? What were the ideas and expectations when they came in? Individually as well as in groups (but other teams)
10:45 to 11:00	Tea break	
11:00 to 13:00	Fundamentals of managing your enterprise	Prof Kumar to lead the session - IIMB to get back on content, in addition to any particular session to be covered previously on Learning Wednesday. Can also cover "Ownership and structuring of enterprise" - Trust, Section 8, for profit? Vision and establishment of the company structure/ownership
13:00 to 14:00	Lunch	
14:00 to 14:30	Break out sessions	What do the fundamentals mean for their specific enterprise - 1-slider from Kumar for each team to fill out, which goes for Monday presentation
14:30 to 15:45	Presentations from each team	3 min per team (Elevator Pitch)
16:00 to	Friendly consulting	All coaches share their thoughts with the various teams. Specific

16:45	with Global Shapers	feedback per team to be given over tea
16:45 to 17:00	Tea break	
17:00 to 18:00	Workshop - What is your market?	Market sizing, identification of target segment, creating a market, voice of your customer, etc
18:00 to 19:00	Workshop on Financing and Funding	Rajneesh Goyal, Harsh, Sanjana - bootstrapping, crowdfunding, equity, debt, fundraising, govt schemes, etc
19:00 to 20:00	Getting ready (Break out sessions)	What they want to do on Saturday and Sunday and what they will present on Monday
20:00	Program next steps	Walk through of upcoming Maker Days and expectation setting - by Pavan
20:05	Dinner	
Webinar on Dec 16	Writing an effective Business Plan	Various elements of the business plan, best practices and nuances, brief overview with TheVenturator

[WP] Maker Days

Maker Day 1 : Dec 19th

Objective – Energizing, learning about equipment, hacking

Venue: Workbench Projects

Time	Activity	Details	Notes	Online
8:00 to 9:00	Breakfast/Tea	Main focus during this is the interaction of different applicants/teams amongst themselves and the services available at WP which they can use for their prototyping.	<ul style="list-style-type: none"> - Program Overview, Timetable - Food coupons for Maker day - Mentors Details - Printouts of team and their ideas 	

			- Progress check timelines	
9:00 to 9:30	Maker Keynote Session	A session by Annirudh Sharma about maker and the whole program in brief.	WP is in talks with Annirudh Sharma(LeChal inventor) for this.	
9:30 to 10:00	Discussion and Showcase	Showcase of RedX and Jugaadathon winning teams.	In talks with winning teams of RedX and Jugaadathon	
10:00 to 13:30	Design for hacking/making (with Design Thinking)	Session about product design, industrial design, design thinking, UCD, HCD etc.	Basic motive of this session is the finalization of design for each team towards prototyping for the next couple of days. (Swiss Mentors, Design Mentors, Domain Experts, Coaches, Tech Mentors, Fabrication Mentors)	
	Maker Hands-on sessions (materials, machines, etc)	Beginning of Hands-on of the tools, materials to be used - CNC, Laser cutter, 3D Printing, Welding, Oscilloscopes and sensors, Sewing machine, Spray Painting, 3D Scanner, PCB Design software	Initiation of work (Parallel Sessions)	
11:00 to 12:00	Tea/ Biscuits		Happens simultaneously with the Design and Maker sessions	
13:30 to 14:30	Lunch			
14:30 to 18:30	Hacking/Making	Working on the idea.	During this the participants will work on their basic idea.	
18:30 onwards	Mentor/Design Coach rounds	Each team briefly presents their idea, followed by a short Q&A by mentors, with course correction as needed	The purpose of this session is clearing of doubts and getting of mentors help to the participants. (Swiss Mentors, Design Mentors, Domain Experts, Coaches, Tech Mentors, Fabrication Mentors)	

18:30 Onwards	Hacking/Making	Working on the idea.	During this the participants will work on their basic idea.	
21:00 to 21:30	Dinner		Discussion over the overall working experience from the morning and sharing of the difficulties faced.	

Note: (Swiss Mentors, Design Mentors, Domain Experts, Coaches, Tech Mentors, Fabrication Mentors to be available at the venue for 19th, 20th and 21st throughout the day)

Maker Day 2 : Dec 20th

Objective – Hacking, public showcase and feedback

Venue: Workbench Projects

Time	Activity	Details	Notes	Online
8:00 to 9:00	Breakfast/Tea	Discussions during this time with the teams on their experience of Maker day 1.	From this moment itself we can start getting the insights and progress of each team.	
9:00 to 9:30	Mentor/ Participant shoutout	Mentors share their observations from Day 1	This session allows for open discussion between all mentors and participants	
9:00 to 13:30	Hacking/Making	Working on the idea	During this the participants will work on their basic idea.	
13:30 to 14:30	Lunch			
14:30 to 16:30	Mentor/Design Coach rounds	Discussions with Mentor and mentor's help to the teams which are in need	A feedback(internal) from the mentors about the progress teams after this session	
16:30 to 18:00	Hacking/Making	Working on the idea	After the mentors help the teams can now improve their idea if needed and work on.	

18:00 to 20:00	Tea/ Coffee	Tea/ Coffee is available for open house		
18:00 to 20:00	Open House	Visitors will be welcome to have a look over the ideas the teams are working on. Media will also be approached.	To let the people know about the initiatives being taken in the field of prototyping of solutions for the disabled. Feedback from people appreciated.	
21:00 to 22:00	Dinner		Discussion over the overall working experience from the morning and sharing of the difficulties faced.	
22:00 onwards	Hacking/Making	Working on the idea	Continuation of working on the idea.	

Maker Day 3 : Dec 21st

Objective – Hacking, elimination round

Venue: Workbench Projects

Time	Activity	Details	Notes	Online
8:00 to 9:00	Breakfast/Tea	Discussions during this time with the teams with their over experience on Maker day 2.		
9:00 to 13:00	Working on feedback and preparing for judging	Feedback to be implemented by respective teams/participants after working for all 3 days. Teams also prepare their presentations and practice their pitches for the judges.	<ol style="list-style-type: none"> 1. Feedback on problems faced 2. Feedback on ideas 3. Feedback on the basic learning gained by working on this. 	
13:00 to 13:30	Lunch	Judges are invited for lunch		

13:30 to 14:00	Walkthrough by judges	Project demo to judges by organisers		
14:00 to 17:00	Judging	Committee of judges judging the prototypes on the basic of pre selected criteria and marking scheme.	Final calculation by internal team on the results	
17:00 to 17:30	Announcement of shortlisted teams	Results	Final calculation & ICRC will announce results	
18:00 to 18:30	Next steps	Guidelines to the further teams on how they have to proceed further.	Doubt clearance, if any.	