HARDTECH STARTUP 360

A Bootcamp for
Hardware Co-Founders
Beyond Prototyping

March 4th to April 13th 2019

Apply online : www.psgstep.org
Contact   : +91-9677903169

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NSTEDB, DST, GOI
New Delhi

PSG
STEP

Successfully driving a hardware innovation requires more than just a good idea and cool technology, we get it! There are innumerable moving pieces [literally] and often unforeseen tricky challenges. The HardTech Startup 360 Electronic Product Bootcamp is a 6-week intensive program, launched by PSG-STEP, supported by NSTEDB, Govt. of India. Turning inspiration into a tangible product takes time and discipline, PSG-STEP aimed to empower the hardware entrepreneurs and aspiring tech innovators to de-risk their innovation at early stage with as many resources as possible to help set the foundation for successful teams and products.

The outcome of the program is to enable the participants to get familiar with the nuances of hardware product development lifecycle, rapid [iterative] prototyping techniques, business model construction, and this is achieved by guiding hardware teams to rigorously move from idea to proof-of-concept and eventually building a factory ready prototype at the end of the bootcamp.

PSG-STEP offers access to state-of-the-art equipment, tools, technologies and testing facilities coupled with technical guidance and strategic mentoring from industry experts, evolved hardware entrepreneurs to rapidly accelerate your hardware innovations. Building a prototype is just the tip of the iceberg; there are a whole lot of other factors involved in validating the assumptions when entrepreneurs build the commercially viable product. We are here to help you go that extra mile.

THE BOOTCAMP IS FOR

- Aspiring Hardware Entrepreneurs & Hardcore Tech Enthusiasts
  [MedTech | Consumer / Industrial IoT | AR / VR | Robotics & Automation | AgriTech | DeepTech]
- Professionals with a Startup Idea
- Budding Student Graduates, Innovators & Technology Researchers

Interested candidates with Electronic product offering are encouraged to apply

- Learn to look at the problems around you objectively
- Access to inhouse state-of-the-art prototyping facilities including hosting credits
- Access to curated PSG-STEP hardware learning resources
- Incubation support from PSG-STEP for promising startup ideas
- Select participants will be shortlisted for NIDHI-EIR, NIDHI-PRAYAS. Seed Fund Support [Investment based on the eligibility criteria]
- Access to PSG CBMI [Center for Biomedical Innovations] PSG Institute of Medical Sciences & Research [PSG IMS & R] for clinical trials and regulatory requirements for MedTech/Healthcare Startups.

KEY TAKEAWAYS

PROGRAM **TRACKS**

TECH ELEMENTS

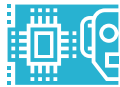**Guide to Hardware Product Development Lifecycle – 0 to 1**

The Hardware Startup Landscape & Emerging Investment Trends

Frugal Design for Market & Rapid Prototyping Techniques [Non-Linear]

Embedded Systems 101 & IoT [Industry 4.0] Communication Devices as Platforms

Base PoC Validation | BOM Planning | Piloting PCB Design & Fabrication

Sensors, Actuators & Microcontrollers Interfacing | Firmware Engg

Electromechanics & Mechatronics Engg, Industrial Design Direction [UI/UX]

Product Compliances, Accreditations [RoHs, CCC, FCC, CE] | DFM Readiness

BUSINESS ASPECTS

New Age Entrepreneurship & Lean Startup 101 Principles

Business Model Design & Validation, Market Identification

Finding Target Market, Customers, & Users, Revenue Planning

Team building / Venture Development & Dynamics | Probing Product Market Fit

Mechanics of Venture Creation [company formation, legal, financial, and more]

Best Practices in Grant Writing | Funding & Branding Strategies

IP Monetization, Art of Storytelling, Pitch Prep & Readiness

Hard Facts: Success Stories, Pitfalls, & Best Practices from Hardware Entrepreneurs

Program Duration: 6-weeks (Full-Time)

Program Fee: ₹4000/-

PSG College of Technology

PSG College of Technology an ISO 9001:2000 certified institution is one of the first institutions founded by the PSG & Sons Charities Trust (1926). The college was established in the year 1951 and the founders wisely decided to locate within close quarters of PSG Industrial Institute for effective Industry - Institute interaction.

The Institution has been recipient of several prestigious projects and international funding support. The mission of the college is to provide world-class engineering education,foster research and development, evolve innovative applications of technology, encourage entrepreneurship, ultimately mould young minds capable of assuming leadership in the society for betterment of the country.

PSG-STEP

PSG College of Technology, in the year 1998, established PSG-Science & Technology Entrepreneurial Park (PSG-STEP) – the incubation centre of PSG Tech with the support from National Science & Technology Entrepreneurship Development Board (NSTEDB), Department of Science & Technology,Government of India.

To promote and accelerate entrepreneurship, PSG-STEP extends various support to startups/ innovators through the initiatives such as capacity building training programs, mentoring support, funding support, networking with other agencies, participations in national & international challenges and access to lab facilities of the institution.

NSTEDB

The National Science & Technology Entrepreneurship Development Board (NSTEDB), established in 1982 by the Government of India under the aegis of Department of Science & Technology, is an institutional mechanism to help promote knowledge driven and technology intensive enterprises. The Board, having representations from socio-economic and scientific Ministries/ Departments, aims to convert "job-seekers" into "job-generators" through Science & Technology (S&T) interventions.