

TCS and TCS Foundation Confidential



DISQ Bootcamp 2023

TCS Foundation  
**Open Innovation**  
*@ Nashik, Since Mar 2016*

# Bootcamp Summary

- Duration : 14 Weeks | Mode : Virtual
- What will you learn and apply during this journey ?
  - Understand Human Centric Design process
  - Identify and validate needs , opportunities in collaboration with ecosystem partners
  - Generate and evaluate new/redefined product and/or service concepts
  - Co-create/conceptualize minimum viable prototype [desirable, feasible, and viable]
  - Validate value delivered through product or service to various stakeholders
  - Generate a business model based on delivering value and addressing gaps
  - Evaluate and iterate the lifecycle economics of product and/or service
  - Understand dimensions of mindset & value-based culture to build your enterprise

Day	Focus [2-4 hours /day]
Mon	Introduction to Concept, tools & techniques
Tue - Wed - Thu	Planned Open hours with coaches, ecosystem connect
Fri	Concept, Masterclass & Reflection
Sat	Masterclass - Every 2-3 weeks

**Domain/Tech Experts | Industry Leaders | Inspirational Speakers | Founders | Dedicated Coaches | Researchers**



- Understanding human centric design approach
- Understanding ecosystem & stakeholder dynamics
- Applying research techniques to contextualise the problem
- Applying Data Synthesis Techniques to organize data & visualizing patterns
- Refine / Redefine your opportunity areas

- Ideation beyond obvious solution
- Applying idea prioritization techniques
- Creating To-be-Journey Map
- Creating refined Ecosystem View
- Prioritizing customer segments
- Defining MVP
- Learning prototyping as a tool to empathize with users and stakeholders

- Applying design experiment techniques to validate prioritized features
- Validating MVP [Desirability, Feasibility, Viability] and POV with end users/ stakeholders
- Usability / UX testing of MVP
- Refining MVP based on validation outcome

- Generate & evaluate a business model based on delivering value and addressing gaps
- Evaluate and iterate the lifecycle economics of product and/or service
- Understand dimensions of mindset & value-based culture to build your enterprise
- Storytelling & making pitch ready

**1:1 Coaching | Workshops | Masterclasses | Reflection Sessions | Learning & Sharing | Experiments | User Research | Pilot opportunities with ecosystem partners | & More...**

# Thank You!



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