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

<table>
<thead>
<tr>
<th>Day</th>
<th>Focus [2-4 hours /day]</th>
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<tbody>
<tr>
<td>Mon</td>
<td>Introduction to Concept, tools &amp; techniques</td>
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<tr>
<td>Tue -</td>
<td>Planned Open hours with coaches, ecosystem connect</td>
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<td>Wed -</td>
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<td>Thu</td>
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<tr>
<td>Fri</td>
<td>Concept, Masterclass &amp; Reflection</td>
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<tr>
<td>Sat</td>
<td>Masterclass - Every 2-3 weeks</td>
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Domain/Tech Experts | Industry Leaders | Inspirational Speakers | Founders | Dedicated Coaches | Researchers
Bootcamp Journey

**DISCOVER**
Nurture Empathetic Mindset
- 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

**CREATE**
Nurture Creative Mindset
- 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

**VALIDATE**
Enable Growth Mindset
- 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

**PITCH/DEMO**
Enhance Entrepreneurial Mindset
- 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...

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