

**Narayana Translational Research Centre  
Conducted the workshop on**

**Idea, Innovation, Incubation & Entrepreneurship**

***Venue – Gray's Lecture Gallery, February 20, 2021 at 12 noon.***



by

**Dr. Ravi Prasad Valluru**

**Vice-Principal, Narayana Engineering College, Gudur, AP,**

**In-charge of Business Incubation Centre, Funded by MSME**

**Patron**



**Dr. Surya Prakasa Rao, MD  
Professor and Dean,  
Narayana Medical College,  
Nellore, AP.**

**Convenor**



**Dr. Sivakumar Vijayaraghavalu, Ph.D.  
Professor and Head,  
Narayana Translational Research Centre**

Dr. Sivakumar Vijayaraghavalu, convenor, welcomed the guest speaker Dr. Ravi Prasad and introduced him to the medical- students and – staff present in the Gray’s Lecture Gallery. He then requested the speaker to take over the dais to deliver his talk on Idea, Innovation, Incubation & Entrepreneurship



## Dr. Raviprasad with Participants



# Dr. Ravi Prasad, delivered his talk to the students & staff of Narayana Medical College



## Sample pictures of Dr. Ravi Prasad talk in Gray's Lecture Gallery



**Our honorable dean Dr. SP Rao, thanked and highly commended the talk given by Dr. Ravi Prasad.**



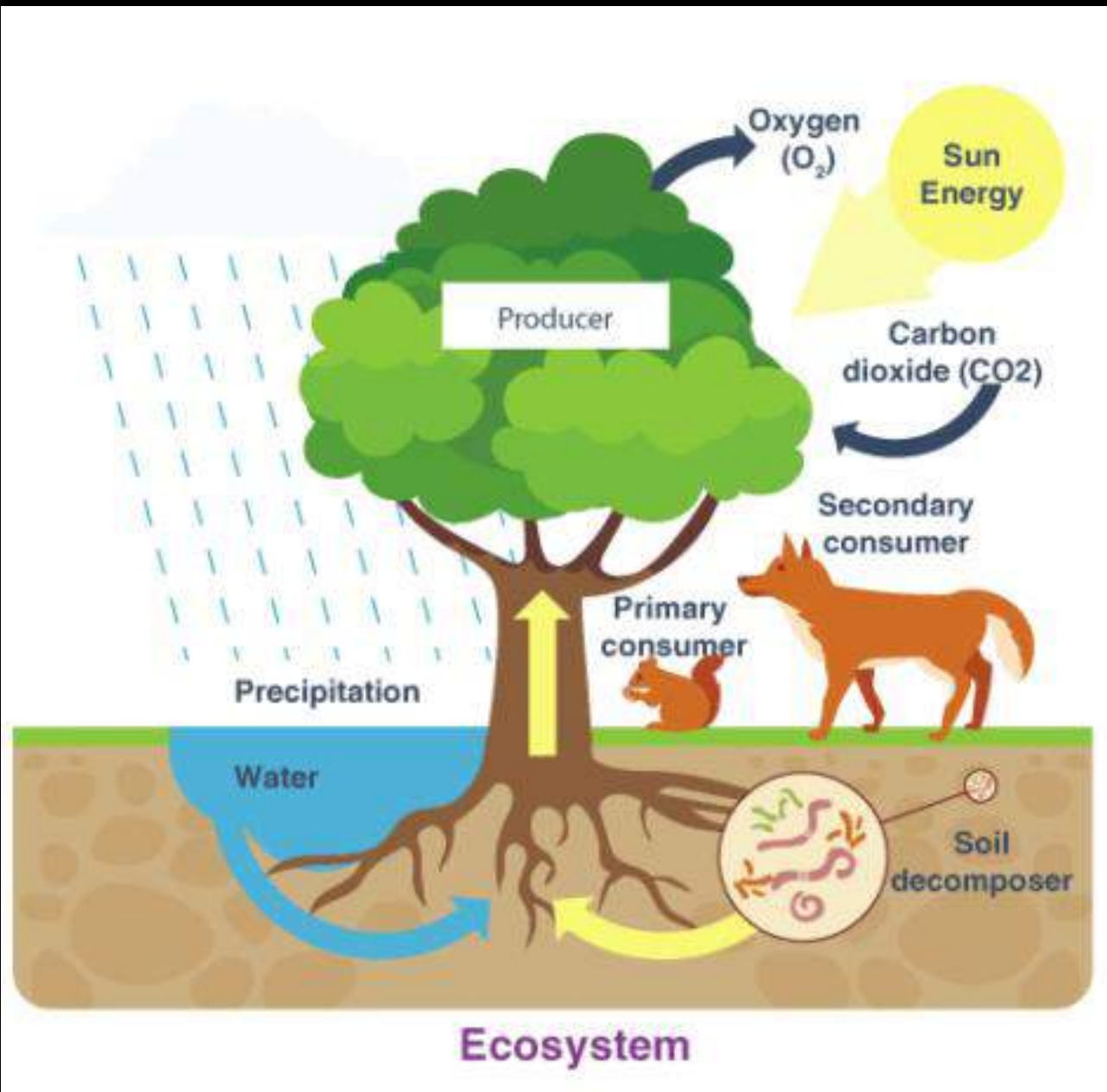
# **Idea, Innovation, Incubation & Entrepreneurship**

**Dr. Ravi Prasad Valluru,**

**Vice-Principal, Narayana Engineering College, Gudur, AP,**

**In-charge of Business Incubation Centre, Funded by MSME**

**Power point presentation of Dr. Ravi Prasad 's Talk**









# **INNOVATION ECOSYSTEM**

**Innovation  
Ecosystem  
Framework**

- A **brother** teaches his siblings about life values - this is usually a **responsibility** of **elder brothers**. Parents usually indoctrinate family values into their **elder** sons and expect them to act as role models for their siblings.



- How many of u r professors have patents, products registered or journal publications related to their ideas! ✓
- How many of u r seniors are into business, parallel managing their profession ✓
- How many professors are mentoring or nurturing the ideas of students... ✓
- How many professors are handholding the incubates.... ✓
- How many students /professors are using machinery, tools, facilities at other institutions to realize their dreams into reality..... ✓
- How many students/professors are seeking seed money for their business..... ✓



**Celebrate**





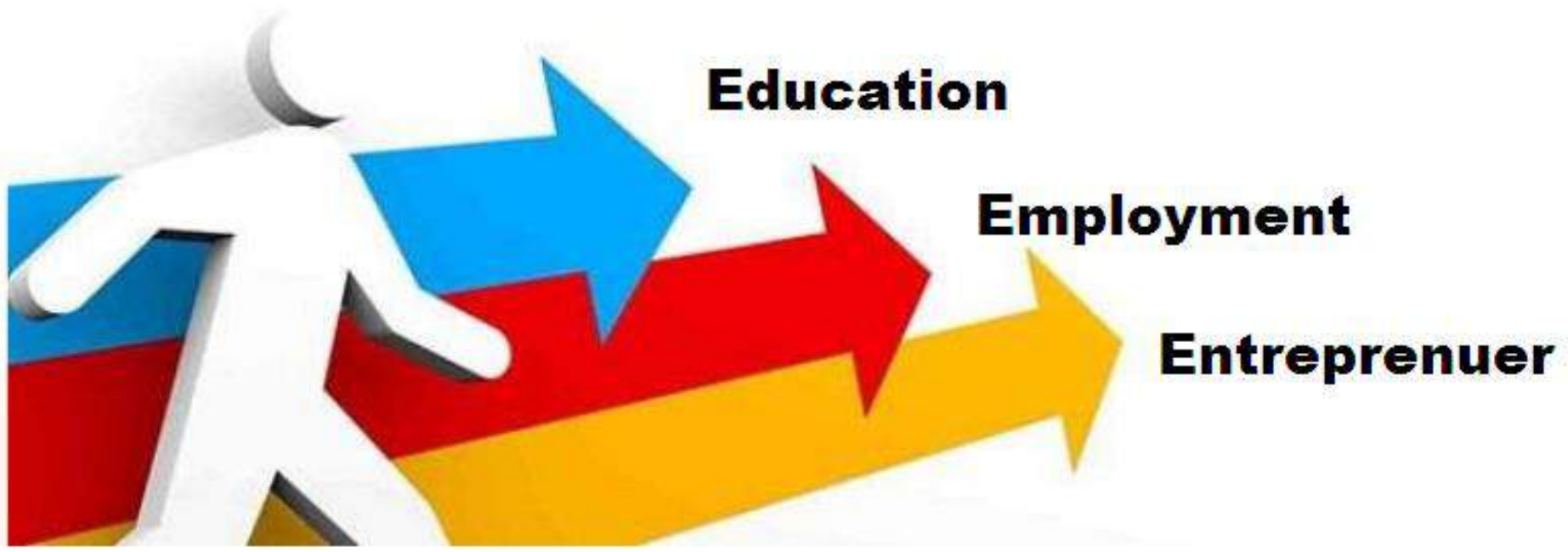


**Entrepreneur**



# CAREER GUIDANCE

**3E**



- Type **A**: Take a small job for meeting u r financial needs, parallel prepare for higher education entrance exam or a competitive exam for getting job.
- Type **B**: Take a small job for meeting u r financial needs, parallel continue the education through distance mode or online courses
- Type **C**: Take a small job for meeting u r financial needs, parallel working on u r dream project (idea)

# Course after UG (MBBS/BPT/BDS/ B.Sc. Nursing

- MS.....
- MD.....
- M.Sc....
- MPT.....
- PG Diploma.....
- 😊MBA.... What? **Every year 50 to 100 doctors join IIMs as MBA** students

# Employment = profession

- **Hospital Administration**
- **Medical Teacher/ Professor**
- **Academic Medicine**
- **Public Health Worker**
- **Health / Medical Journalism and Medical Writing**
- **Clinical Forensic Medical Examiner**
- **Medico-Legal Advisor**
- **Forensic Psychiatry**
- **Medical / Pharmaceutical Researcher**
- **Transplant Coordinator**
- **Radiology / Diagnostic Imaging**
- **Sports Medicine**
- **Public Services ----IPS, IAS, IRS, IFS...what?**
- **Investment Banking (healthcare equity research analyst)**
- **Health Informatics and Analytics**

# Entrepreneur

- **Turn your passion and beliefs into a business.**
- **The satisfaction of saying you're a business owner.**
- **Creating something from nothing.**
- **You contribute to society.**
- **You report to nobody.**
- **No career hamster wheel.**
- **You get to work with brilliant minds.**
- **You will never hit a ceiling.**
- **Satisfy your personal curiosity.**
- **Create your own corporate culture.**

# Entrepreneur

- U need an idea
- Experiment, fail quickly and try again
- Forget about being an overnight success
- Get the right team around you
- Know your customer, Not every customer is right for you
- Learn from other people's mistake
- Focus on your strengths, not your weaknesses

# What You Need to Become an Entrepreneur



Qualities like passion, tenacity, vision, and self-confidence



A great idea that people will pay money for



A plan of success



Consistent execution of the plan



LIGHT INTENSITY



CO<sub>2</sub> CONCENTRATION  
O<sub>2</sub> CONCENTRATION



AIR VELOCITY



HUMIDITY



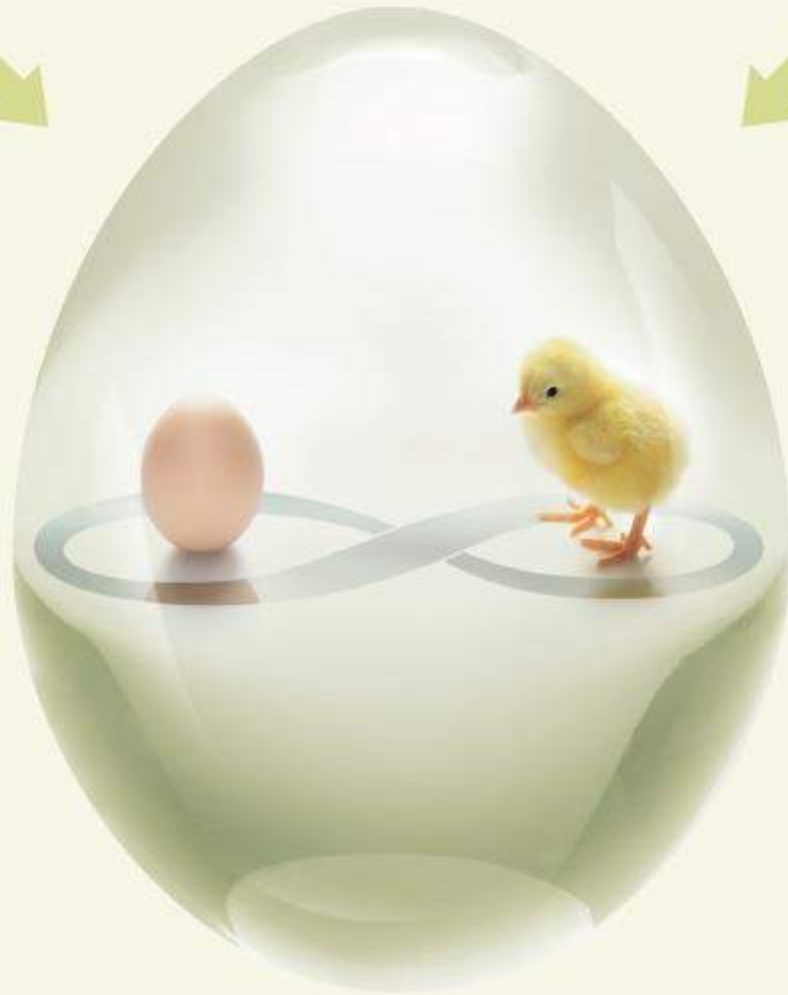
SOUND



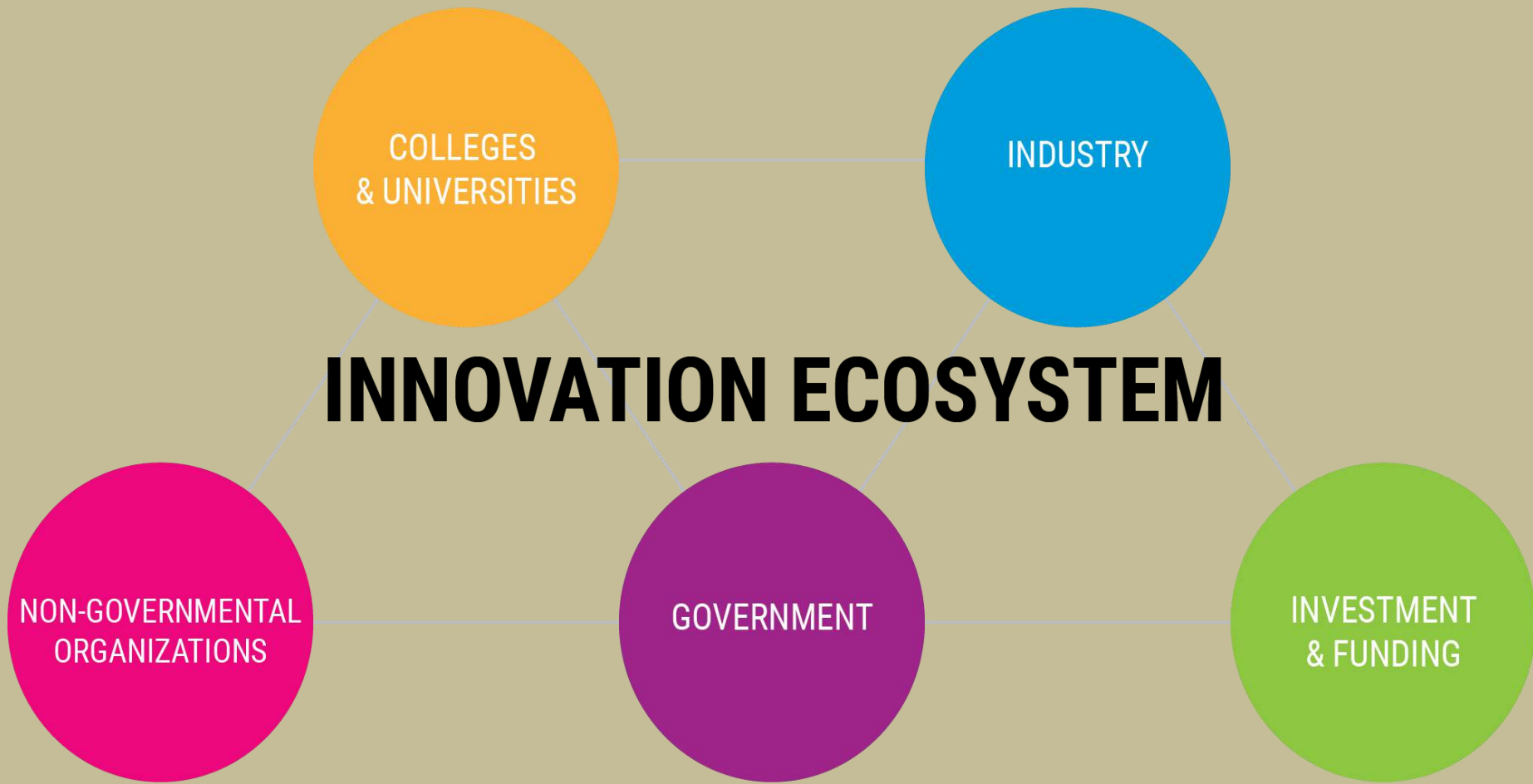
TEMPERATURE



SOCIAL ENVIRONMENT







**District industrial centre,  
APIIC, APTIDCO, MSME, Industrial Development Bank of India (IDBI bank),  
SBI MSME branch, syndicate MSME brnach.....**



Friends & Family



Angel Investors



Venture Capitalists



Customers



Crowd funding



Business incubator funding

# FROM IDEA TO BUSINESS

START YOUR OWN PROFITABLE BUSINESS TODAY



**Take the help of  
Narayana Translation Research Centre (NTRC)**

# What is idea?

- A plan, thought or suggestion, especially about what to do in a particular situation



- Example: **Phenol** (carbolic acid) was discovered in 1834 by Friedlieb Ferdinand Runge, who extracted it (in impure form) from coal tar.
- In 1860 Küchenmeister **first used phenol** as a wound dressing in Germany.
- Sir Joseph Lister in his pioneering technique of **antiseptic** surgery used phenol in 1864.
- **antiseptic surgery** began winning **acceptance** around 1876.

- **carbolic acid** causes irritation to living tissues. For this reason it has been replaced by newer, safer antiseptic compounds.
- **IDEA!** In 1894, William Lever, introduced the first mass-produced carbolic soap to the market, Lifebuoy.
- So surplus production capacity available, **IDEA!** When mixed with reagents, **phenol** can be an effective **disinfectant** for toilets, stables, floors and drains. Now widely used as disinfectant.
- **IDEA!** Snakes can absorb liquids through their skin, carbolic acid is used to prevent snake infestation in rural india.

# INNOVATION

- An idea that has been transformed into practical reality....through new product, concept, process, combinations..... Is called



- In 13th century, those with **hearing** loss were using hollowed out horns of animals such as cows and rams as **primitive hearing** devices.
- In 18th century “modern” **ear** trumpet was invented.
- The first electric hearing aid was invented in 1898 by **Miller Reese Hutchison**. His design used an electric current to amplify weak signals. **INVENTION!**
- **Hutchison's** interest in the **invention** stemmed from a childhood friend, who was deaf from scarlet fever.
- In 1913, the world was introduced to the first commercially manufactured hearing aids.



Year 2019 hearing aid sale is 580000 crore



# Incubation

- A business incubator is a company that helps new and start-up companies to develop by providing services such as management training or office space.
- Their goal is to help create and grow young **businesses** by providing them with necessary support

- Example: <https://qure.ai/> builds deep learning solutions that aid physicians with routine diagnosis and treatment, allowing them to spend more time with patients.
- **Founder** Pooja Rao a doctor (who is also R & D head). **Co-founder** Prashant Warier (who is also **CEO**)
- <https://qure.ai/> is \$500Million worth now
- “Conceptualizing and **incubating** Qure.ai has been a matter of great satisfaction and pride for us”, said Srikanth Velamakanni, Co-Founder of **Fractal Analytics**

# Another example

- Dr. Shyam Kalavalapalli (Founder & Director of IDEA CLINICS)
- Institute of Diabetes, Endocrinology and Adiposity (**IDEA clinics**)
- It net worth is \$4million

**PharmEasy**, India's No. 1 healthcare aggregator. Founded by Dharmil Sheth, an MBA from IMT Ghaziabad and Dr. Dhaval Shah, an MBBS from Rajiv Gandhi Medical College and MBA from XLRI Jamshedpur. \$100 million

- Prathap Chandra Reddy is an Indian entrepreneur and cardiologist who founded the first corporate chain of hospitals in India.
- Dr. Agarwal's Eye Hospital was founded by Jaiveer Agarwal with his wife Tahira Agarwal in Chennai, started as an eye care centre which has grown to more than 75+ centres in India and 14 centres overseas.

**Yes, a Franchisee is also an Entrepreneur!**

Thanks