

Date: 28 July 2025

WTC Goa addresses the issues of Innovation, Prototypes and validation for building a strong Start up eco-system

As a part of its continued commitment to fostering Academia–industry collaboration, World Trade Center Goa was invited to deliver a guest lecture at Carmel College of Arts, Science & Commerce for Women, Nuvem, Goa on 28th July 2025. The lecture, titled "Innovation / Prototype Validation – Converting Innovation into a Start-up," was an initiative under the college's Entrepreneurship Development Course aimed at sensitizing senior students to the practical aspects of business and entrepreneurial ventures. This initiative aligns with the objectives of the New Education Policy (NEP), which emphasizes strengthening industry–academia interaction to bridge the gap between theoretical learning and real-world business applications. The guest lecture was structured into two insightful segments:

Part I: Understanding Innovation and Prototype Validation This session was conducted by Mr. Cyril Desouza, Assistant Director – Trade Promotion, WTC Goa. His presentation provided a comprehensive foundation for understanding key aspects of innovation and prototype validation. Topics included: Definition and importance of innovation, The innovation process and lifecycle, Concept of prototypes and their role, Methods and importance of prototype validation, Techniques used for validating innovations, Case studies and real-world examples to reinforce concepts.

The segment concluded with an engaging Q&A session, during which students interacted enthusiastically, seeking clarification and deeper understanding. **Part II: Industry Perspective – Start-up Ecosystem** The second segment was delivered by Ms. Trapti Shinde, Associate Member of WTC Goa and Founder & CEO of Treleva Technologies. Drawing from her entrepreneurial journey, she shared practical insights into:

The start-up ecosystem in India, Challenges faced by start-ups and how to navigate them, Role of innovation in building a successful business and the importance of networking, mentorship, and industry collaboration. This session provided students with a practical perspective, complementing the theoretical concepts discussed earlier.

The event was well-received by the senior students of Carmel College. It served as a valuable platform for bridging the gap between academic knowledge and industry practice, equipping students with critical insights into the journey of converting innovative ideas into viable business ventures. WTC Goa remains committed to engaging with academic institutions and contributing meaningfully to building a robust and innovation-driven entrepreneurial ecosystem in Goa.

The interactive session was conducted at Carmel college for women on July 28, 2025