

EVENT DETAILS	
EVENT TYPE	VALUE ADDED COURSE
TOPIC	FINTECH PRODUCT IDEATION & EXECUTION BOOTCAMP
DATE	2025-05-01 to 2025-05-03
MODE	OFFLINE
ORGANIZER NAME	DR. RASHMI AGGARWAL AND DR. SARABJEET SINGH
RESOURCE PERSON	MR. SRIRAM KANNAN , DIRECTOR
NO. OF PARTICIPANTS	53
SDG NO	SDG 4: QUALITY EDUCATION, SDG 8: DECENT WORK AND ECONOMIC GROWTH, SDG 9: INDUSTRY, INNOVATION AND INFRASTRUCTURE, SDG 17: PARTNERSHIP FOR THE GOALS

### OBJECTIVE:

1. Equip participants with techniques to generate innovative and viable product ideas.
2. Develop skills to validate product concepts through market research and customer feedback.
3. Foster an entrepreneurial mindset.
4. Understanding of Regulatory Frameworks

### DESCRIPTION:

FinTech Product Ideation and Execution Bootcamp For BBA FinTech students navigating the rapidly evolving financial landscape, a "FinTech Product Ideation and Execution Bootcamp" serves as an indispensable value-added course. This intensive program transcends theoretical knowledge, equipping students with the practical skills and entrepreneurial mindset crucial for success in the dynamic FinTech industry. The bootcamp's core objective is to bridge the gap between academic learning and real-world application. Students will embark on a journey from identifying market needs and conceptualizing innovative FinTech solutions to developing minimum viable products (MVPs) and strategizing their market launch. The curriculum is designed to be highly experiential, incorporating hands-on projects, case studies, and interactions with industry mentors. Key topics typically include: \* Understanding the FinTech Ecosystem: A deep dive into various FinTech verticals such as digital payments, blockchain and cryptocurrencies, AI/ML in finance, InsurTech, RegTech, and neo-banking. This module emphasizes identifying market gaps and emerging trends. \* Design Thinking for FinTech: Students learn human-centered design principles to empathize with users, define problems, ideate solutions, prototype, and test. This ensures products are user-centric and address real pain points. \* Product Strategy and Road mapping: This covers defining product vision, setting clear objectives and key results (OKRs), and developing a roadmap for product development, including prioritization techniques like RICE and KANO. \* Agile Development Methodologies: Practical training in Agile and Lean methodologies to manage product development cycles efficiently, focusing on iterative development and continuous feedback. \* Technology Fundamentals for FinTech: While not a deep dive into coding, students gain an understanding of key technologies like APIs, cloud computing, and data analytics tools (e.g., Python for data analysis, Power BI for visualization) that underpin FinTech products. \* Business Models and Monetization Strategies: Exploring different revenue models relevant to FinTech, including subscription, transaction-based, freemium, and platform models, along with effective pricing strategies. \* Regulatory and Compliance Considerations (RegTech): Understanding the crucial role of regulations, data privacy, and cybersecurity in the FinTech space, ensuring products are compliant and secure. \* Go-to-Market Strategy and Product Launch: Developing comprehensive strategies for product positioning, branding, marketing, and distribution to ensure successful market entry. \* Pitching and Fundraising: Equipping students with the skills to effectively present their product ideas to potential investors and stakeholders. The benefits of such a bootcamp are manifold. Students gain practical, in-demand skills, build a tangible portfolio of projects, develop an entrepreneurial mindset, and expand their professional network through interactions with industry experts. This intensive experience significantly enhances their employability and prepares them to innovate and lead in India's booming FinTech sector.

### OUTCOMES:

1. Practical Exposure
2. Skill Development
3. Enhanced Career Prospects
4. Networking Opportunities



Guest opening remarks and way forward discussion with the students – 1st May 2025



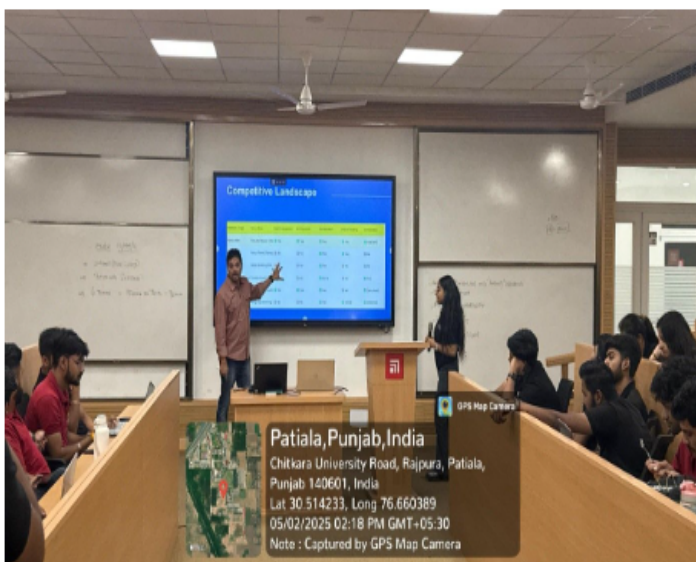
Discussion with the students while explaining them the concepts – 1st May 2025



Guest Speaker explaining the audience about the topics-2nd May 2025



and on practice Session with the students – 2nd May 2025



Students presenting their work to the guest speaker for his valuable suggestions and



Participants group pic with Guest Speaker – 2nd May 2025