



## ONLINE SESSION ON **MANAGING PRODUCT DESIGN AGILITY**

**Date:** 5th March, 2021

**Time:** 11:00 am to 12:00 noon  
at **Zoom**

**SPEAKER**

**AMIT BAKORE**

Product Management & Design Leader



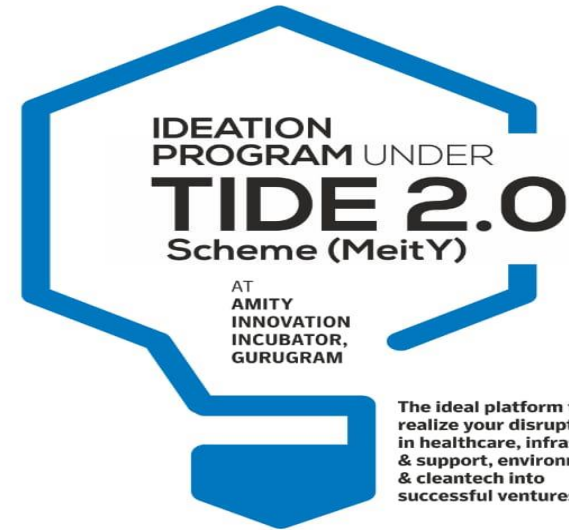
Amit Bakore is a Product Management & Design Leader with 20+ Years' experience. Currently he works as Director as (PM & UX) at Prime-Synerzip and built solutions domain like Productivity, HealthTech, Retail, ConsumerTech, Auctioning, EdTech, Marketplace etc. He has handled product lifecycle for Start-ups to F100 companies with Agile delivery for partners across US, Europe, Israel, Russia, and China.

Over the last 10 years, he has been mainly offering PM and UX services for B2B and B2C where success stories include Quickoffice exit with Google, Prezi securing funding, CloudOn exit with Dropbox, 501ops exit with Pieces Technology.

### KEY LEARNINGS

1. Understanding User engagement levels
2. Defining Business context for product design
3. Synchronies across frequencies
4. Knowing your user's journey
5. Mapping Product Metrics to Business KPIs
6. Having the right toolset

FOR REGISTRATION



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#### Get access to unmatched incubation support like:

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- Access to Amity Incubator Funds\*
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- Funding opportunities from Angels/VC's on Demo Day
- Partner cloud credits
- Co-working space & Incubation support

**Application Deadline:**  
15th October, 2020

**Apply here:**  
<http://bit.ly/PitchurIdea>

**Email your pitch deck to:**  
[vsingh@aii.amity.edu](mailto:vsingh@aii.amity.edu)

\*Investment subject to diligence and acceptance of T&C

## AII-AUH/E-Cell Webinars;

- Webinars under E-cell Real Entrepreneurs, Real Stories Initiative: A series of webinars (29) were conducted under the Real Entrepreneurs, Real Stories initiative by ABS and E-Cell where experts from diverse industry backgrounds and rich industry experience interacted with the students.



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AMITY INNOVATION INCUBATOR GURUGRAM

WEBINAR ON  
**ROAD TO RAISING MONEY FROM VENTURE CAPITAL**

10<sup>TH</sup> DECEMBER 2020  
11.30AM – 12.30PM

Speaker:  
**Addison Appu**  
VP-Investments,  
ThinKuvate

ThinKuvate

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CENTRE FOR ARTIFICIAL INTELLIGENCE AND ROBOTICS PRESENTS

WEBINAR ON  
**ROLE OF ARTIFICIAL INTELLIGENCE IN NEW AGE BUSINESSES** Wednesday, 16th September 2020 | 11:30 am - 12:30 pm

SPEAKERS:

Dr. Mani Madhukar, Academic Program Manager, IIM Cloud Pre-Sales

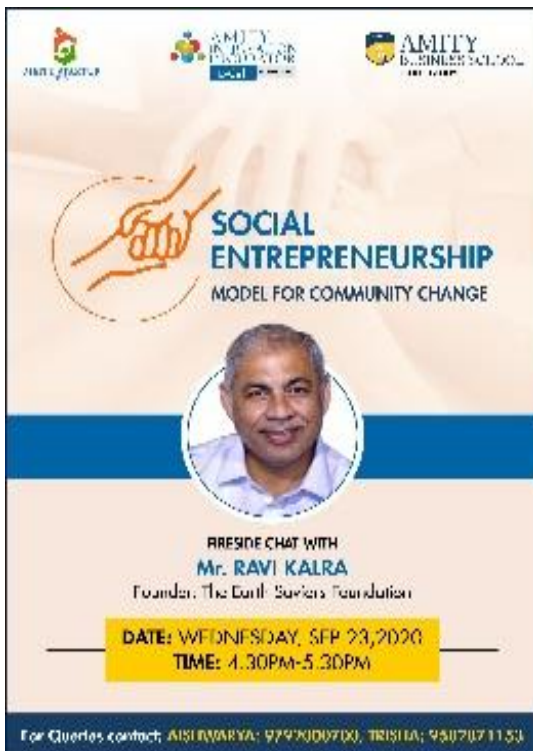
Mr. Basavadarshan G.N., Programme Manager, Industry Enablement (Idea & SAAR), IIT Pat

MODERATOR:

Dr. Vikas Madhukar, Director, Amity University Gurugram

Dr. S N Sridhara, Director ASCT, Head - Center for Artificial Intelligence and Robotics

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**SOCIAL ENTREPRENEURSHIP**  
MODEL FOR COMMUNITY CHANGE

RESIDE CHAT WITH  
**Mr. RAVI KALRA**  
Founder, The Earth Surfers Foundation

DATE: WEDNESDAY, SEP 23, 2020  
TIME: 4.30PM-5.30PM

For Queries contact: AISHWARYA: 9797009700, TRISHA: 9507071153



# E-CELL EVENT HIGHLIGHTS



## ENTREPRENEURSHIP AWARENESS CAMP

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ENTREPRENEURSHIP AWARENESS SESSION

- Over 2,000 student participation
- Spread in nine sessions of one & half hour each over three days
- Each session attended by over 200 students
- More than 200 registrations of students interested in entrepreneurship



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