

## SESSION ON PRODUCT/SERVICE CREATION STRATEGY

Riya Jain (16548) student of VI semester and Saurabh Kumar (15517) student of VIII semester, Information Technology attended **Product/Service Creation Strategy for Start-ups** on 21st March 2016 at Knowlarity Communications, Gurgaon. In this event, topics like *Creating a Business Opportunity Map, Identifying Multiple Fields-of-Play (FOP), Innovation Strategy - Imitation vs Innovation, Business Success Journey* were discussed.

