



# LOW-FIDELITY PROTOTYPING WORKSHOP

## Hands-on Entrepreneurial Innovation Workshop

Organised by BOAT,  
a corporate alignment division of  
School of Arts & Design, Woxsen University

**Venue Partner:** T-Works, Hyderabad

**Cohort:** TiE Nizamabad Chapter

**Cohort Size:** 20 Entrepreneurs

**Date:** 2nd August, 2024

**Duration:** 2 hours

**SOAD Team:** Prof. Mrudul Chilmulwar,  
Prof. Santosh Kocherlakota, Prof. Shivaram Reddy



## Executive Narrative

Entrepreneurship often begins with a spark—an idea, an intuition, or a moment of curiosity. Yet, countless promising ideas remain dormant, held back by hesitation or the belief that execution requires perfection, resources, or advanced tools. Against this backdrop, the School of Arts & Design at Woxsen University, under its corporate innovation division BOAT, designed a transformative hands-on workshop for the **TiE Nizamabad Chapter cohort**, hosted at T-Works, India's largest prototyping facility.

The session brought together **20 entrepreneurs—both seasoned business owners and emerging innovators**—for a two-hour immersion into the world of **low-fidelity prototyping**. This workshop was not about theory; it was about rediscovering the joy of making, the power of touch, and the clarity that emerges when ideas take tangible form.

Participants began with a simple but revealing challenge: replicate an everyday object using minimal materials. What unfolded was a burst of creativity, improvisation, and problem-solving—reminding everyone that innovation does not begin with resources, but with intent and imagination.

As the session deepened, teams conceptualised and built their own product ideas, translating concepts into physical prototypes within tight constraints. In this lively environment of cutting, taping, assembling, and iterating, ideas that once felt distant suddenly became real and communicable.

The workshop reinforced a profound truth for entrepreneurs: **prototyping is not a technical skill—it is a mindset**. It empowers individuals to overcome inertia, articulate ideas faster, and move confidently from thought to action.

**Keywords: Design Thinking, Creativity, Prototyping, Entrepreneurial Training**





## Intent

To spark creativity, awaken dormant ideas, and help entrepreneurs rediscover prototyping as a powerful medium for expressing and communicating concepts. The workshop aimed to break mental barriers associated with “perfect execution” and encourage participants to embrace making as a tool for rapid exploration.

## Content of the Workshop

Participants were introduced to the principles and purpose of **low-fidelity prototyping**, emphasising that it is an accessible tool available to anyone—regardless of experience, domain, or technical background.

The workshop consisted of three key phases:

### 1. Hands-on Replication Exercise

Participants attempted to recreate a familiar object using limited materials such as paper, tape, sticks, and basic tools.

This exercise helped them:

- Build confidence through making
- Shift from abstract thinking to tangible exploration
- Practice frugality, improvisation, and rapid testing

### 2. Concept Development & Team Prototyping

Small teams identified a problem or opportunity area and designed an original product idea.

They then constructed a low-fidelity prototype to express:

- Form
- Function
- Possible user interaction

### 3. Showcase & Reflection

Teams presented their prototypes, highlighting:

- Their idea
- Challenges faced
- Key learnings
- Possible next steps

This stage fosters peer learning, constructive critique, and validation.

## Impact

The cohort, comprising young entrepreneurs and experienced founders, came away with renewed clarity about their own creative abilities. Many acknowledged that they had carried valuable ideas for years but hesitated to act because the first step felt overwhelming.

Through the workshop, they discovered that:

- Prototyping reduces fear of failure
- Tangible models accelerate decision-making
- Even imperfect prototypes can unlock meaningful insights
- Creativity is innate, not specialised

Participants expressed strong motivation to revive long-paused ideas, approach innovation more courageously, and incorporate prototyping as part of their entrepreneurial journey.

Several attendees also shared that the session helped them reconnect with the **curiosity and hands-on instinct** that originally inspired them to become entrepreneurs.



## Workshop Overview

- Title: Low-Fidelity Prototyping Workshop
- Delivered By: BOAT, School of Arts & Design, Woxsen University
- Venue Partner: T-Works, Hyderabad
- Client Cohort: TiE Nizamabad Chapter
- Cohort Size: 20 participants
- Duration: 2 hours
- Team: Prof. Mrudul Chilmulwar, Prof. Santosh Kocherlakota, Prof. Shivaram Reddy

## Outcomes & Reflections

### Tangible Outcomes

- All teams created physical prototypes within the session
- Multiple original concepts generated
- Clear, communicable models that sparked further idea development

### Participant Experience

- High energy, enthusiastic participation
- Peer learning across diverse entrepreneurial backgrounds
- Renewed confidence in taking ideas from thought to action
- Strong sense of rediscovered creativity

### Entrepreneur Insights (Verbal Feedback)

- "I've had this idea for years—I feel like I can start building it now."
- "This simple exercise opened my mind."
- "I forgot how creative I could be until today."

## Why This Matters for Entrepreneurial Ecosystems

Entrepreneurs often delay execution because ideas feel too abstract or complex. Low-fidelity prototyping:

- Breaks inertia
- Reduces risk perception
- Enables faster validation
- Encourages experimentation
- Builds communication clarity

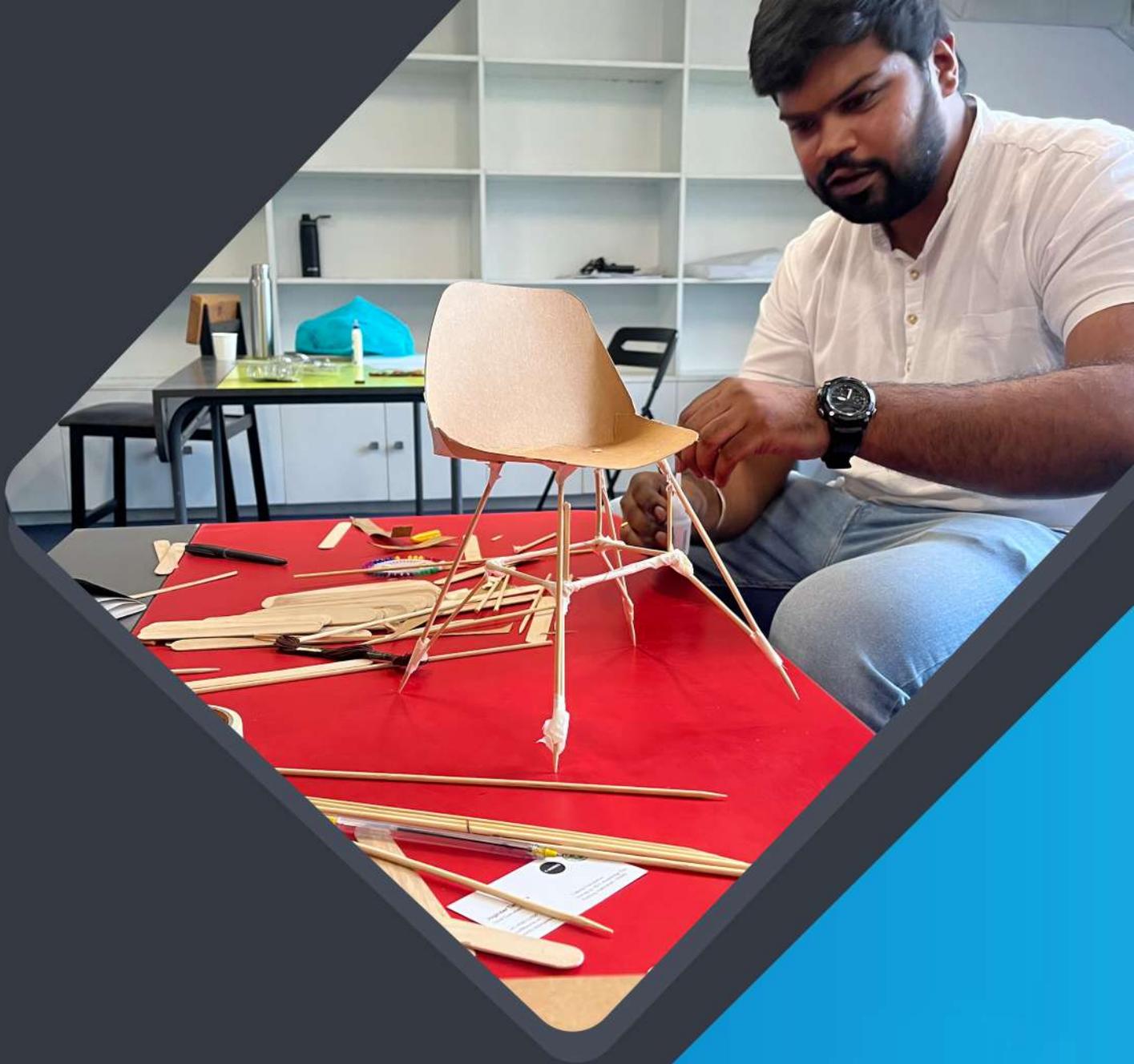
For communities like TiE, such workshops strengthen entrepreneurial confidence and accelerate early-stage innovation.

## Why Organisations Choose BOAT

- Human-centred, design-driven approach
- Hands-on, high-engagement learning formats
- Expertise in entrepreneurship, innovation, and creative problem-solving
- Access to SOAD's interdisciplinary academic ecosystem
- Strong partnership with T-Works for prototyping-based learning
- Proven impact across sectors and cohorts

## BOAT Profile (brief)

BOAT is the corporate alignment division of the **School of Arts & Design, Woxsen University**. BOAT offers design-driven capability building, executive education, creativity training, and strategic consultancy for organisations across India and abroad.



## Areas of Expertise

Executive Education (MDPs, FDPs).  
Corporate Innovation.  
Training. Entrepreneurship & Creativity Labs.  
Strategic Design Consultancy.  
Human-Centred Research.  
UX/UI & Product Experience Design.

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