



From the desk of Rajeev Surana

This month we bring to you a case study on Witworks – a technology firm that champions in driving home innovative products to consumers. The products developed by them are not only user friendly but are patentable and scalable. In the world of e-commerce where the focus is mainly on service industry, still there are companies which are focusing on product development. Their core focus is on product designing and making smart devices available to the techno-savvy people.

Do share in your views on the case study and the benefits that are passed on to common folk lore by simple but sensible innovations.

Please share your comments and feedback on letstalk@scinnovation.in

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Witworks: IP strategy in business model

Intellectual Property is gaining importance and momentum recently with lot of awareness among the people. Initially it was assumed to be restricted to certain sectors of the industry like Pharmaceuticals, Chemical, Electronics etc. This trend is soon changing and it has widened its horizon to small scale sectors as well. Right from gaining copyright for

UPCOMING EVENTS

- International Foundation for Research and Development hosts 11th International Conference on Education and Information Management in

one's content to the design protection for a product.

About the Company

Witworks is a modern day technology firm that makes smart devices in the home and lifestyle space. It was founded in April 2014 by a bunch of IIT Kharagpur alumni. Witworks is located in the start-up hub of Bangalore city; Koramangala. Their mission is to make great products which will make consumers to fall in love. They aim to achieve perfection, efficiency and elegance for every product they design.

Team and Partners

Witworks is a team of talented and motivated people who are passionate to design smart products. Somnath Meher, Ankit DP and Chandrashekhar Iyer are the trio behind the idea of Witworks. They planned to design witty products with their talented pool of Software designer and Design Lead.

Business Strategy

Witworks has a focused business strategy. They aim at designing consumer products which are innovative and can be patented. They have a clear idea of commercialization process so that the patent can be commercialized well.

Rewind is the first product of Witworks. It was made to solve problems of the music lovers who often face problem of entangling earphones. It is really a messy and frustrating job and leads to damage to the earphones upto the point that finally no more sound is produced. Hence, Rewind was designed as a simple, lightweight and universal cord management solution.

Witworks is working on similar products which can be used as smart wearable devices. Through this they want to create their own proprietary system so that they can own the copyright for the products. Moreover, they are handling their product themselves into the market. Most of the

Istanbul, Turkey, during 26th and 27th March 2016

- Society for Education and Research Development, India holds 1st International Conference on Big Data & Analytics for Business during March 17th and 18th 2016

- International conference on Innovative trends in business practices for sustainable development on 4 the March, 2016 organized by Department of Commerce University of Madras, Tamil Nadu, India



Trivia / Think about it!

Here is an example of a company that spotted a gap in the market and exploited it through creative and innovative thinking. Spotify music service allows paying users to stream unlimited music on their computers and phones. Launched at

supply chain and marketing is handled by in-house team. This helps them to decide the strategy for their patent commercialization and also helps to ensure that no one replicates it. Secondly, having intellectual property rights for their products helps them to sell it to other companies and commercialization becomes easier.

Product Cycle and Distribution

Product lifecycle for Witworks start from 'Ideation' phase. A common problem is encountered for which the team prepares an exhaustive list of user needs. Witworks design products which can be used as accessories as well. Rewind is currently sold on Witworks website directly. It is also available on Amazon as electronics accessories. Thus, through the product design Witworks is solving problem as well as giving customers a product which can be flaunted around.

Target Segment and Consumer Feedback

Witworks products are smart products which can solve a problem as well look pleasing to the people. Though they are designing products based on the young generation, they are keeping it simple to be used by all age groups. Unlike Apple which targets premium segment, Witworks target is common man who can have access to smart products at an affordable rate.

Key Take Aways

- For a company focused on product development the design and usability becomes the core. In such case protecting the design rather than the idea is a key.
- Witworks have their own package design team as well. Since this is handled in-house, it is a strong point for the company to keep its rights and authority over the product completely.

Though all the backend is handled by Witworks their market

a time when piracy was at a high level, and people were reluctant to pay above the odds to download music, the service addressed a clear new market, and offered individuals an affordable and revolutionary way to enjoy high quantities of music, without having to resort to illegal downloads.



What's new at Scinnovation?

- Scinnovation is enlisted in IAM Strategy Magazine's top 300 list of strategists. This indeed is a great boost to our spirits.
- Our all new SCRND platform has a flashy and creative logo. Look for it under downloads section in our website
- Bencil Fellowships programme has been officially launched and

