

(12) PATENT APPLICATION PUBLICATION.

(19) INDIA

(22) Date of filing of Application : 14/09/2023

(21) Application No. 202331061770 A

(43) Publication Date : 06/10/2023

(54) Title of the invention : SYSTEMATIC APPROACH TO ANALYZE THE IMPACT OF DESIGN THINKING AS AN EFFECTIVE METHOD FOR PROBLEM SETTING AND NEED FINDING FOR ENTREPRENEURIAL TEAMS ADDRESSING WICKED PROBLEMS

(51) International classification : G06N0005040000, G06Q0010060000, B33Y0050020000, G06F0030331000, G06Q0010080000  
(86) International Application No : PCT//  
Filing Date : 01/01/1900  
(87) International Publication No : NA  
(61) Patent of Addition to Application Number : NA  
Filing Date : NA  
(62) Divisional to Application Number : NA  
Filing Date : NA

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(57) Abstract :  
SYSTEMATIC APPROACH TO ANALYZE THE IMPACT OF DESIGN THINKING AS AN EFFECTIVE METHOD FOR PROBLEM SETTING AND NEED FINDING FOR ENTREPRENEURIAL TEAMS ADDRESSING WICKED PROBLEMS-A systematic approach to analyze the impact of design thinking as an effective method for problem setting and need finding for entrepreneurial teams addressing wicked problems. The system comprises components of inspiration, ideation, and implementation (Brown, 2009) serve as the foundation of this hybrid model, shapes as a non-sequential, innovative method to interpret and address complex problems, thinking, forming a hypothesis from abduction reasoning and the examination is performed using that deduction, a sequence of phases linking through ideation and then prototyping, two forces of learning that processes reality and transforming it within each tangible and intangible component and creates a streamlined and flexible framework, where the innovation may occur in a non-sequential order, dictated by the needs of the problem FIG.1

No. of Pages : 11 No. of Claims : 1

The Patent Office Journal No. 40/2023 Dated 06/10/2023

67334

(12) PATENT APPLICATION PUBLICATION

(21) Application No.202311058894 A

(19) INDIA

(22) Date of filing of Application :01/09/2023

(43) Publication Date : 06/10/2023

(54) Title of the invention : AI-DRIVEN HYBRID DECISION-MAKING FRAMEWORK FOR ANALYSIS AND PREDICTION OF BUSINESS VALUE MAXIMIZATION

(51) International classification :G06Q0010060000, G06N0020000000, G06N0005040000, G16H10050200000, G06N00050200000  
(86) International Application No :NA  
Filing Date :NA  
(87) International Publication No :NA  
(61) Patent of Addition to Application Number :NA  
Filing Date :NA  
(62) Divisional to Application Number :NA  
Filing Date :NA

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(57) Abstract :  
A system and method are disclosed for utilizing an AI-driven hybrid decision-making framework to analyze and predict business value maximization. The framework integrates machine learning algorithms, data analytics, and expert knowledge to provide comprehensive insights for decision-makers. The system assists in evaluating various business strategies and predicting their impact on value creation, enhancing overall decision-making processes.

No. of Pages : 13 No. of Claims : 6