

Venture Design startup Initiative Humanity launches Collab Therapy

Collab Therapy is a one stop idea-to-execution ecosystem for designers, bringing them resources at a single point access; to design, develop, prototype, test, fabricate and seed their ideas.



Bookings Open



www.collabtherapy.in

Delhi, New Delhi, Jul 20, 2021 (Issuewire.com) - Initiative Humanity OPC Pvt. Ltd., a New Delhi based venture design company registered with Startup India, announced the launch of its first business vertical CollabTherapy. CollabTherapy is a co-design workspace – an idea-to-execution ecosystem, to

assist the creative fraternity of upcoming designers and students to design, develop, prototype, test, fabricate and seed their ideas.

CollabTherapy aims to enrich design-thinking and entrepreneurship by providing one-point access to resources for idea development through the design process. It focuses on solving issues design professionals including students, graduates, and freelancers face while taking their idea from sketch to prototype and further to a market launch in India. The co-design space houses resources and facilities to assist along with each phase of the design process. The on-site [ecosystem](#) includes an ideation room with surfaces to scribble on, co-working space, computer workstations with industry-standard design software, a fully equipped prototyping workshop with machines from Makita, Ferm, Festool, Taparia, etc. The space also houses a well-stocked materials inventory of varied types including timber, foam, fabric and processed timber.

The next big step towards becoming a designpreneur is to take your idea to the market. CollabTherapy with its [Think-Tank](#) drawn from various backgrounds such as education, design, marketing, manufacturing, entrepreneurship comes onboard as mentors and lend a helping hand with mutually agreeable terms and conditions.

The founding team of Avik Soni, product designer from IED Barcelona and Ar. Sanjay Soni, a leading brand design consultant believe that:

“With ‘Make-in-India’ as the call for action, it is crucial that the process-based production line replaces the ‘Jugaad’ mindset to make Indian designs globally accepted. Design in India is the new buzzword. For fresh design school graduates who are familiar with basic production techniques and already know how to make their first prototype, the existing manufacturing setups discourage innovations as one-off production. The current market constitutes of on-the-job trained staff and fabrication houses that only cater to established design brands with large manufacturing orders. As design professionals, we understand the power of prototyping, thus aim to bridge this gap by creating a seamless link between the ideator and their needs. The process thereof is governed by watertight non-disclosure agreements and relevant IP contracts to maintain the security of the idea.”

The founding duo shares a common vision for the company to become a one of its kind Collaboration hub for idea development and execution with a focus on promoting skill-building, self-reliance, design-thinking and entrepreneurship. This is what will truly resonate with building a New India with messages like Make in India, Vocal for Local, and Atamnirbhar Bharat.



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