



Report on “Lean Start-Up & Minimum Viable Product/Business”

Date of the Event	25/7/2024
Title of the Event and Lecture	“Session on Lean Start-Up & Minimum Viable Product/Business”
Name of the Resource Speaker	Mr. Pratik Mahapatra, Co-founder, Confluencies Consultancy LLP Dr. Prakash Rajagopal, Associate professor, Dept. of MBA, MVJ college of Engineering, Bangalore.
Number of Participants	90
Venue	Seminar Hall 4

MVJ College of Engineering, Bangalore, in association with Institutions’ Innovation Council (IIC) - Ministry of Education Initiative, Department of Computer science and engineering and Chemical Engineering organized a “**Session on Lean Start-Up & Minimum Viable Product/Business**” on 25/7/2024 from 10:30 am to 3:30 pm in seminar hall 4.

The primary objective of organizing this program was to educate students on the fundamentals of Lean Startup methodology and the significance of Minimum Viable Products (MVPs) in business. Lean Startup is an approach that emphasizes rapid experimentation, customer feedback, and continuous iteration to develop innovative products and services. It encourages entrepreneurs to launch their ideas quickly, measure their success, and adapt to changes in the market.

The event started at 10:30am with a welcome speech and introduction of the Guest, following which guest addressed the gathering.



Dean Academics Dr. Srinivas L Gombe sir honored Mr. Pratik Mohapatra(Spaecker) with the presentation of a sapling



Dean Research Dr A C Niranjappa Sir Presenting a concise overview of the Lean Startup methodology

Day 1 : Session I (Inauguration Ceremony and FN Session)

The inaugural session of the Workshop commenced with a warm welcome extended by Dr. Shrinivas L Gombi, Dean Academics at MVJCE, and Dr. A C Niranjappa, Dean Research at MVJCE, to the esteemed chief guest, Mr. Pratik Mahapatra, Co-founder of Confluencies Consultancy LLP.

Mr. Ranen Gabriel & Mr. Praveen of VI Sem student, MVJCE, introduced the Chief Guest and other dignitaries, and briefly introduced the course to the participants.

The guest speaker delivered a concise yet insightful overview of Lean Startup methodology and Minimum Viable Products (MVPs), highlighting their significance in modern business. They explained that Lean Startup is a flexible and adaptive approach that enables entrepreneurs to develop innovative products and services by embracing uncertainty and iterating rapidly based on customer feedback.



The speaker is delivering the talk on Lean start-up



Participants engaged with the speaker's insights on Lean Startup and MVPs.

Day 1 (Session II):

Dr. Prakash Rajagopal, Associate professor, Dept. of MBA, MVJ college of Engineering, Bangalore.

A Minimum Viable Product (MVP) is a crucial component of this approach, representing the most basic version of a product that can be released to the market to test its viability. By launching an MVP, entrepreneurs can gather valuable feedback from early adopters, validate their assumptions, and make data-driven decisions to refine their product or service. This program aimed to equip students with the knowledge and skills to apply Lean Startup principles and create successful MVPs, enabling them to navigate the challenges of launching and growing a startup in today's fast-paced business environment.



Dr Prakash Rajgopal sir is delivering the talk on Start-Up ideas

Outcome of the event

The outcome of the Lean Startup event was a resounding success, with participants gaining a deeper understanding of Lean Startup principles, feeling inspired and motivated to adopt a Lean Startup approach, and connecting with like-minded entrepreneurs and industry experts. They acquired practical skills and knowledge on building and launching successful MVPs, gained fresh insights and perspectives, and became part of a community of Lean Startup enthusiasts. Ultimately, attendees left with actionable takeaways and a clear roadmap for implementing Lean Startup principles in their own businesses, driving innovation and experimentation.