

Session on Innovation/Prototype Validation – Converting Innovation into a Start-up

MVJ College of Engineering, Bangalore, in association with Institutions' Innovation Council (IIC) - Ministry of Education Initiative, the Department of Computer Science and Engineering and Mechanical Engineering, organised a **Session on Innovation/Prototype Validation – Converting Innovation into a Start-up** on **28-08-2025** at **9:30-2:30**, in **Seminar Hall 1**.

This session aimed to educate participants on analysing innovative ideas, converting them into start-ups, and motivating them to enter the world of entrepreneurship. Attendees gained insights into prototype validation, idea refinement, and the entrepreneurial ecosystem, with expected outcomes including a deeper understanding of the role and motivation behind launching successful start-ups.

Objectives of the Event

- Inspire Entrepreneurial Thinking
- Understand the Startup Journey
- Emphasize the Importance of Validation
- Introduce Prototyping as a Learning Tool
- Encourage Interactive Learning
- Explore Value Proposition and Business Fit
- Learn from Real Startup Challenges

Event Overview

The session commenced with a welcome address by Ms. Vatsala, a VII Sem student at MVJCE, followed by an engaging session by **Mr. Chandan S S, Co-Founder and Director of Prismscale Pvt. Ltd.**. The presentation covered vital topics such as:

1. Analyzing Innovative Ideas
2. Validating Prototypes
3. Converting Ideas into Viable Start-ups

4. Understanding the Entrepreneurial Ecosystem

Highlights of the session are:

1. Encouraged speakers to adopt a hands-on, iterative approach to innovation, focusing on rapid iteration and user-centred design.
2. Highlighted the importance of testing assumptions early and learning from mistakes to validate ideas and avoid costly rework.
3. Emphasised the need to involve end-users throughout the prototyping process to gather feedback and refine designs.
4. Suggested using narratives to bring prototypes to life, making them more relatable and engaging for audiences.
5. Recommended creating interactive models that allow stakeholders to experience and provide feedback on prototypes.



Figure 1: IIC Member presents a sapling to Mr Chandan S as a symbol of appreciation

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| Day | Time | Session Details |
|-----------------------|------------------|--|
| Thursday, Aug 28 2025 | 9:30 - 9:40 am | Welcome Address |
| Thursday, Aug 28 2025 | 9:40 - 10:30 am | A Brainstorm Session on Startup ideas |
| Thursday, Aug 28 2025 | 10:30 - 12:30 pm | Session on Innovation and start up |
| Thursday, Aug 28 2025 | 1:30 - 3:30 pm | Validating the prototype->startup idea |

Table 1: Schedule of the Event



(a) Distinguished Guest Speaker presents an insightful session.



(b) Expert Insights on Validating the prototype->Start-up

Figure 2: A Session Delivered by Mr Chandan S S

Outcomes and Impact

Attendees have acquired the skill to identify and describe the five key stages of a startup journey: ideation, validation, iteration, scaling, and customer discovery. The event aided the participants with:

1. Practical Knowledge of Prototyping and MVPs
2. Ability to Validate Ideas Effectively
3. Understanding of Value Proposition Fit
4. Insight into Business Fit and Sustainability
5. Resilience Through Real-World Lessons
6. Improved Problem-Solving and Critical Thinking
7. Confidence to Share and Develop Ideas
8. Networking and Continued Engagement

Conclusions

The journey from an idea to a successful startup is both challenging and rewarding. Through this session, participants gained valuable insights into the structured process of innovation, validation, and business development. By understanding the importance of customer discovery, prototyping, and achieving value proposition and business fit, aspiring entrepreneurs are now better equipped to navigate the startup landscape. The real-life experiences shared, including failures and lessons learned, served as a powerful reminder that persistence, adaptability, and continuous learning are key to entrepreneurial success. This event marks not just an end, but a beginning for every participant to take their ideas forward with confidence and clarity.



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Report by: Prof. Poshitha M Dr Namrata Bordoloi

Affiliation: Faculty in the Department of Computer Science and Engineering and Mechanical Engineering,

MVJ College of Engineering