



KKR&KSR Institute of Technology and Sciences (Autonomous)

Vinjanampadu, Guntur, Andhra Pradesh-522017

Approved by AICTE, New Delhi and Permanent Affiliation from JNTUK, Kakinada
Accredited with “A” Grade by NAAC & NBA Accreditation Status for 4 UG (CSE, ECE, EEE, ME) Programs

A Mentoring Session on “Lean Start-up & Minimum Viable Product/Business 21st Aug 2023

1. Objective of the Session :

A Mentoring session on ‘Lean Start-up & Minimum Viable Product/Business – Mentoring Session’, was held to enlighten the students in this regard. The session was held on August 21, 2023 at 11.30 am in the AICTE IDEA Lab of KKR & KSR Institute of Technology and Sciences Engineering. Minimum Viable Product (MVP) is a product concept that has been adopted by many startups as it is a fast, efficient and affordable way to [test a product](#) or service idea. Minimum viable products not just a product, but also a process and a set of guidelines for creating a product.

The main purpose of an Minimum viable product is to quickly test s product or service data

2. About the Innovation Ambassador:

Dr. M.S.S.Sai, the Innovation Ambassador of the session, was delighted to share his experience in this regard and said, “Lean start-up is an approach to building new ideas based on self-belief that entrepreneurs must test and iterate as they develop products”. He also went on to explain the five principles of lean start-ups. He also stressed on the fact that Lean Start-up provides a scientific approach to creating and managing start-ups and get a desired product to customers’ hands faster.

The audience gathered more than 200 students of KKR & KSR Institute of Technology and Science Engineering College, the event was very well received by all, and students had an opportunity to learn about Lean Start-up along with understanding the fact that Starting Lean is today’s best practice for innovators.

3. Date & Venue of the Event:

The Session is organized at KKR & KSR Institute of Technology and Sciences, Vinjanampadu, Guntur, Andhra Pradesh in AICTE Idea Labs from 10.00 AM to 5:00 PM on 21st August 2023.

3. No. of Participants:210

4. Social Media Link:

5. Event Photographs:



A Session on
A Mentoring Session on "Lean Start-up & Minimum viable Product / Business"
By
Dr.M.S.S.Sai ,
INNOVATION AMBASSADOR
On
21st Aug 2023



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7. Benefits of the Lean Startup & Minimum Viable Product

The primary goal is to develop the idea into a practical implementation. He Said a Minimum Viable Product (MVP) is a concept from Lean Start-up that stresses the impact of learning in new product development. It helps to develop sense towards Entrepreneurship which enhances knowledge in the line of Lean Canvas and related Skill set with Minimum Viable Product. Good research and design reduce the risk of building unwanted features, but there's no substitute for testing our product in the market. Early adopters are more likely to provide feedback on desired changes or additions, helping to validate the value proposition sooner. This feedback can also help to create a smarter, market-informed product roadmap.

The Lean Startup Methodology is a business model innovation framework that has helped to create some of the most successful businesses in history. It is based on the idea that startups should constantly be testing and iterating their products and services in order to find what works best. This approach is simple, fast, and often results in highly successful businesses.



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