Malla Reddy College of Engineering & Technology

(Autonomous Institution-UGC, Govt of India)

Department of Computational Intelligence

Report of the IIC Program

Quarter in which activity conducted: Q4

Category of the activity: IIC Calendar/MIC/Celebration/ Self driven

Title of the Activity: Lean start-up and minimum viable product/business

Date & Time: Aug 11, 2023

Duration (in minutes): 120 minutes

No of Student Participants: 105

No of Faculty Participants: 9

No of External Participants:

Expenditure:

Mode of Delivery: Offline

Objectives of the Activity (In 100 words):

- The objectives of the session conducted on the topic the "Lean Startup and minimum viable product/business" is to provide an insight of the current market scenario and possibility of how a startup can survive in this scenario. Lean Startup methodology means to iteratively develop and refine a business idea by employing rapid experimentation and validated learning. This approach emphasizes creating a Minimum Viable Product (MVP), a simplified version of the product or service that contains only essential features. The MVP serves to gather feedback from early adopters, validate assumptions, and adapt the offering based on real-world data. This methodology aims to reduce waste, optimize resources, and maximize the chances of creating a successful and customer-focused business by continuously iterating and pivoting based on customer insights, ultimately leading to a more efficient path to market viability and sustainable growth.

Benefits in terms of learning/Skill/Knowledge obtained (In 150 words): The speaker shared valuable insights and knowledge in terms of learning, skills, and business concepts. Here are some benefits the students might obtain from the session:

- **Understanding Lean Startup Principles**: Lean Startup is a methodology that focuses on building a business by iteratively testing hypotheses and learning from customer feedback. Attending the session helped students grasp the core principles of Lean Startup, such as validated learning, rapid experimentation, and iterative development.
- **Strategic Thinking**: Learning about Lean Startup will encourage students to think strategically about their business ideas. Students will learn to break down their vision

into smaller, testable components and develop a roadmap for validating their assumptions.

- **Customer-Centric Approach**: A key aspect of Lean Startup is its emphasis on understanding and addressing customer needs. Students will learn how to identify customer pain points, develop solutions to address those pain points, and gather feedback to refine your offerings.
- **Iterative Development**: The concept of an MVP is central to Lean Startup. You'll gain insight into how to create a minimal version of your product or service that contains only the essential features. This approach allows you to quickly launch, gather feedback, and make improvements based on real-world usage.
- **Risk Reduction**: By focusing on experimentation and validation, students will learn how to reduce the risk of building a product that doesn't meet market needs or solve actual problems. This approach can save time and resources by helping students pivot or adjust their strategy early on.
- **Effective Resource Management**: Lean Startup encourages efficient resource allocation. Students learnt how to prioritize features and functionalities based on their impact on customer value and how to avoid wasting time and effort on unnecessary features.
- **Data-Driven Decision Making**: The session highlighted the importance of data-driven decision making. They also learnt how to collect and analyze relevant data to make informed choices about product development and business strategy.
- **Adaptability and Flexibility:** As students learn about Lean Startup and MVP, students will understand the value of being adaptable and open to change. This mindset will help you navigate uncertainties and shifts in the market more effectively.
- **Entrepreneurial Mindset:** The concepts of Lean Startup can foster an entrepreneurial mindset. Students will be encouraged to take calculated risks, innovate, and challenge the status quo.
- **Networking Opportunities:** The session on Lean Startup and MVP often attract like-minded individuals, including entrepreneurs, business professionals, and investors. Attending such events can provide networking opportunities that could lead to valuable collaborations and partnerships.

Any other points about the program:

Remarks (if any):

- Overall, the session on Lean Startup and Minimum Viable Product will be able to equip the students with practical knowledge, skills, and a strategic approach to building and growing a business. It encourages a customer-focused, iterative mindset that's crucial in today's dynamic business landscape.

Web Links:

- Twitter— https://twitter.com/MRCET_official/status/1689557353795100672?t=_Iz8FCYSuYT0L3Cuqurw&s=08
- Facebook— https://m.facebook.com/story.php?story_fbid=pfbid02QQa7A5JCZZrh4S6uk4jmiiZkPmmTbWBmNEbVHXkeKGtRYTppZxC1cAoma1hSjCMhl&id=100018046444637&sfnsn=wiwspwa&mibextid=9R9pXO
- Instagram— https://www.instagram.com/p/CvwfcPKpGRz/?igshid=YTUzYTFiZDMwYg==
- Threads—https://www.threads.net/@mrcetofficial/post/Cvwfrp3J2Lx/?igshid=NTc4MTIwNjQ2YQ==
- Video URL—

Signature of Co-Ordinator, CI **Signature of HoD, CI** **Signature of IIC President**

Enclosures: (in word and jpeg format)

The event started at 3PM in the Seminar Hall, 2nd floor of CSE 4 building on August 11, 2023. Dr. S. Srinivasa Rao, the Principal, Dr. T Venugopal, the Dean and Dr. D. Sujatha, HoD CI of MRCET CAMPUS took the charge and addressed the gathering about the Lean start-up and minimum viable product/business. Honorable speaker Mrs. M. Sunita later delivered her valuable insights into Lean start-up and minimum viable product/business and successfully motivated the students on how to proceed on shaping their ideas into a business.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(UGC-Autonomous Institution, Gov.of India)

Maisammaguda, Secunderabad-500100

DEPARTMENT OF COMPUTATIONAL INTELLIGENCE

Presents

A Session on

"Lean Start-up & Minimum Viable Product/Business"

Date : Aug 11, 2023 @ 3 PM

Venue: Seminar Hall, 2nd Floor, Building CSE 4

Dr. V. S. K. REDDY
DIRECTOR

Dr. S. SRINIVASA RAO
PRINCIPAL

Dr. T. VENU GOPAL
DEAN

Dr. P. H. V. SESHA TALPA SAI
DIRECTOR (R & D)

Dr. D. SUJATHA
HOD CI

Dr. ARUNDHATI DAS
IIC Co-Ordinator CI

GPS Map Camera
Hyderabad,TG,India
Dullapally, Hyderabad, 500100, TG, India
Lat 17.560664, Long 78.455325
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Note : Captured by GPS Map Camera

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Dullapally, Hyderabad, 500100, TG, India
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Note : Captured by GPS Map Camera

Participant Details:

Department of Computational Intelligence, MRCET

Lean start-up and minimum viable product/business

Attendance sheet — **Date: 11/08/2023**

S No	Roll No/ ID No	Name of the Participant	Student/ Faculty	Signature
1	CSE 0243	Dr. ARUNDHATI DAS	Faculty	
2	CSE0002	Dr. D. SUJATHA	Faculty	
3	CSE0203	U. Rakesh	Faculty	
4.	CSE 0164	M.N.S. Gangadhar	Faculty	
5.	21N31A6642	Ch. Jaya Tejaswi	Student	
6.	21N31A6606	A. Pranavi	Student	
7.	21N31A6661	G. Akshitha	Student	
8.	21N31A6635	CH. Jamuna	Student	
9.	21N31A6617	B. Bhavagna	Student	
10.	21N31A6649	G. Sahithi	Student	
11.	21N31A6639	Ch. Harshini	Student	
12.	21N31A6601	A. Akshitha	Student	
13.	21N31A6663	J. Keerthi	Student	
14.	21N31A6619	T. Keerthi Sree	Student	
15.	21N31A66D4	P. Madhurima	Student	
16.	21N31A66F6	S. Tanmai	Student	
17.	21N31A66F8	S. Monishka	Student	
18.	21N31A66J4	T. Usha	Student	
19.	21N31A6669	Shravya Gupta	Student	
20.	21N31A6643	D. Santhosh	Student	
21	21N31A6621	B. Anusha	Student	
22	21N31A6602	T. Anuktha	Student	
23	21N31A66J1	J. Mounisha	Student	
24	21N31A66D9	P. Mahalakshmi	Student	
25	21N31A66D5	P. Sai Pavitha	Student	
26	21N31A66E7	P. Srujana	Student	
27	21N31A66K3	V. Yashoda	Student	
28	21N31A7219	D. Aparna	Student	
29	21N31A7247	N. Pragna	Student	
30	21N31A7259	T.U. Vidyadhari	Student	
31	21N31A7220	D. Chethana	Student	
32	21N31A7227	Harshita	Student	
33	21N31A7245	Muskaan	Student	
34	21N31A7222	Akanksha	Student	
35	21N31A7204	R. Akshitha	Student	
36	R. Nanditha 21N31A7254	R. Nanditha	Student	
37	21N31A7243	N. Chandika	Student	

SNo	Roll No/ID No	Name of the Participant	student/faculty	Signature
38	21N31A6667	K. Bindu	student	
39	21N31A6692	K. Adithi	student	Adithi
40	21N31A6689	K. Roshini Srija	student	Roshini
41	21N31A6686	K. Anusree	student	Anusree
42	21N31A66C1	Mulpuri Vaishnavi	student	Vaishnavi
43	21N31A7346	P. Harshini	student	Harshini
44	21N31A7302	Aitha Sri Vaishnavi	student	Vaishnavi
45	CSE 115	B. Jyothi	Faculty	
46	CSE0215	Sk. Subhani	Faculty	
47	CSE0257	Khayuda Taha Khatoon	Faculty	
48	CSE0261	Mrs. Priya A. Ghuge	Faculty	
49		P. Swapna	faculty	
50	22N35A6606	K. Ajay	student	
51	21N31A6662	G. Sreekar	student	
52	21N31A6651	G. Manikanta Reddy	student	
53	21N31A6652	G. Govardhan satya sai	student	
54	21N31A6636	Ch. Manoj	student	
55	21N31A6644	D. Ajay Reddy	student	
56	21N31A6654	G. Ravindar	student	Ravi
57	21N31A66F9	S. Vch. Vamsi	student	
58	21N31A6693	S. satish	student	
59	21N31A66J2	T. Venkata Srikar	student	T. Srikar.
60	21N31A66D6	P. Sree Varun	student	Sree Varun
61	21N31A66G2	Sathvik joshi	student	Sathvik
62	21N31A7346	P. Abhinav	student	P. Abhinav
63	21N31A7344	P. Shashikumar	student	Shashi
64	21N31A7305	Kaushik	student	Kaushik
65	21N31A7301H	Rajesh	student	Rajesh
66	21N31A7366	Srujan	student	Srujan
67	21N31A6624	Anish	stud	Anish
68	21N31A6633	Prince	stud	
69	21N31A6671	K. Ajay sai	student	Ajay
70	21N31A6690	K. Raja harsha vardhan	student	Rajaharshavardhan
71	21N31A6668	K. Chetan	student	K. chetan
72	21N31A6668	N. Sai Vishnu	student	
73	21N31A66A5	M. Karthikeya	student	
74	21N31A66A6	M. Sai Kishore	student	M. Saikishore
75	21N31A66C0	M. Pavan kumar	student	
76	21N31A6676	K. Shathi kanth	student	
77	21N31A6673	K. Vishnu Vardhan	student	K. Vishnu
78	21N31A66H1	Sridhar A	Student	
79	21N31A7218	D. Thrivikram	student	D. Thrivikram
80	21N31A7224	Santosh	student	
81	21N31A7228	K. Sathvik	student	K. Sathvik
82	21N31A7205	B. Kishore Kumar	student	
83	21N31A7217	D. Pavansai	student	D. Pavansai
84	21N31A7252	P. Sathvik	student	Sathvik
85	21N31A7249	N. Pranay	student	
86	21N31A7221	G. Ganesh	student	

S.No	Roll No / ID No.	Name of the Participant	Student/Faculty	Signature
87	21N31A7212	Ch. Kashyap	Student	[signature]
88	21N31A7225	G. Lokesh	Student	[signature]
89	21N31A7234	M. Aravind	Student	[signature]
90	21N31A7257	S. Shalom	Student	[signature]
91	21N31A66J3	Tushar	Student	[signature]
92	21N31A66G7	Shashank Goud	Student	[signature]
93	21N31A66E9	Sai manikanta	Student	[signature]
94	21N31A66G0	S. Rishikesh	Student	[signature]
95	21N31A66F5	Rushi dikshik	Student	[signature]
96	21N31A66E4	Praveen	Student	[signature]
97	21N31A66A9	M.S. Aditya	Student	[signature]
98	21N31A6658	G. Hemanth	Student	[signature]
99	21N31A7250	Nishant	Student	[signature]
100	21N31A7202	Anand Kumar	Student	[signature]
101	21N31A7210	Chebolu Tarlesh	Student	[signature]
102	21N31A7263	V. Naga Praveen	Student	[signature]
103	21N31A7260	T. SOWMITH	Student	[signature]
104	21N31A7255	Uttej	Student	[signature]
105	21N31A7242	MD. Sirajali	Student	[signature]
106	22N35A7202	Venkatesh	Student	[signature]
107	21N31A7201	Saicharan.	Student	[signature]
108	21N31A7236	M. Abhishek	Student	[signature]
109	21N31A6646	E. Akash Goud	Student	[signature]
110	21N31A6614	B. Devashruth	Student	[signature]
111	21N31A6623	Aditya Bhupathivarma	Student	[signature]
112	21N31A6665	T. Jaya Krishna	Student	[signature]
113	21N31A6619	B. Bharath	Student	[signature]
114	21N31A6679	SURYA	Student	[signature]