



Malla Reddy College of Engineering & Technology

(Autonomous Institution-UGC, Govt of India)

Department of Emerging Technologies



Report of the IIC Program

Title of the event: **Lean Start-up & Minimum Viable Product Business''**

Quarter in which activity conducted	: Q4
Category of the activity	: IIC Calendar Q4 activity
Program Type	: Level 2
Program Theme	: Start-Up
Date & Time	: 10-08-24
Duration (in hours)	: 2 hours
No of Student Participants	: 230
No of Faculty Participants	: 4
No of External Participants (if any)	: -NA-
Expenditure incurred (if any)	: 4000
Mode of Delivery	: Offline

Objectives of the Activity (In 100 words):

- Lean Startup is a work methodology in which startups tend to have a greater chance of success thanks to their adoption of innovative practices, techniques, and tools that favor a constant flow of opportunities and the substantial reduction of interruptions and external obstacles.
- The general purpose of Lean Startup methodology is the reduction of risk, decreased losses, and the time management necessary for the creation, positioning, and maintenance of startups in their market. It seeks to shorten development cycles, measure progress, and acquire honest feedback from consumers or prospects.
- It aims to facilitate the creation of scalable business models that allows people to understand in detail the essential operational, social, and emotional needs to align companies with the needs of potential customers within a specific market.

Benefits in terms of learning/Skill/Knowledge obtained:

- The Lean Startup methodology promotes effective testing and the fulfillment of a product or service in each part of the process.
- Based on a prototype, the owner-operators have the opportunity to learn consumer needs and gain powerful insights to progressively generate a product that meets expectations.
- Creating and using models such as the Minimum Viable Product (MVP) – a product or service prototype with minimal features – makes it easier to verify usefulness and fulfillment of customer needs, ensuring a successful commercial process.

Web Links:

- Videolink:
http://youtube.com/post/UgkxTepmKqzBOT2_NJQ_ATyg9TfrQFraZOei?si=sD8FIRfYUz8FIEjW
- X:
https://x.com/MRCET_official/status/1822255211420778871?t=6kOhjMi6jDSQzGwHtNQSsg&s=08
- Facebook—
<https://www.facebook.com/100018046444637/posts/1551622628782604/?mibextid=YIjw0uDPbU8WYW2J>
- Instagram—<https://www.instagram.com/p/C-fW1SjPiyw/?igsh=Y2pjdjhjbzJmZ3Nq>



MALLA REDDY COLLEGE OF ENGINEERING AND TECHNOLOGY
 BRAND OF EXCELLENCE IN CAMPUS PLACEMENTS









SCHOOL OF EMERGING TECHNOLOGIES
 (CSE-DATA SCIENCE, CSE-CYBER SECURITY, CSE-INTERNET OF THINGS)
 In Association with institution innovation council of MRCET

Lean Start up and Minimum viable Product Business

by
Ravi Teja Nadakudity
 Founder at Vertocity & Callensights

 **Vertocity**
 **CalLENSIGHTS**

Venue: APJ Abdul kalam Seminar Hall
 Date: 10th Aug 2024
 Timings: 10.30AM to 12.30PM



Dr. VSK Reddy
 Director

Dr. P.H.V.Sesha Talpa Sai
 Dean (R&D)

Dr. S. Srinivasa Rao
 Principal

Dr. M.V.Kamal
 HOD(ET)

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 Faculty Co-ordinator









