

IGNITE 7.0: Workshop on Lean Startup and Minimum Viable Product (MVP) Strategies



WORKSHOP

on

LEAN STARTUP & MINIMUM VIABLE PRODUCT/BUSINESS



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JNTUH, Hyderabad

25 JULY, 2024

02:30 PM

GOOGLE MEET

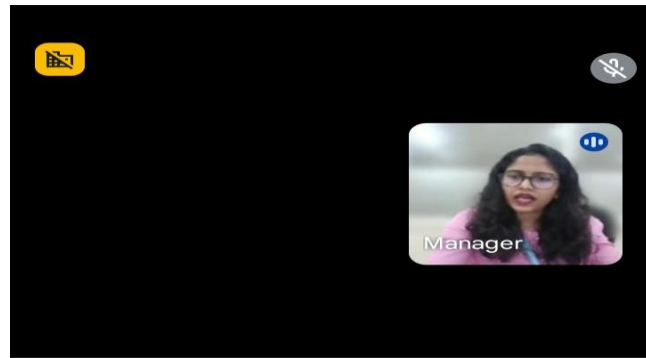
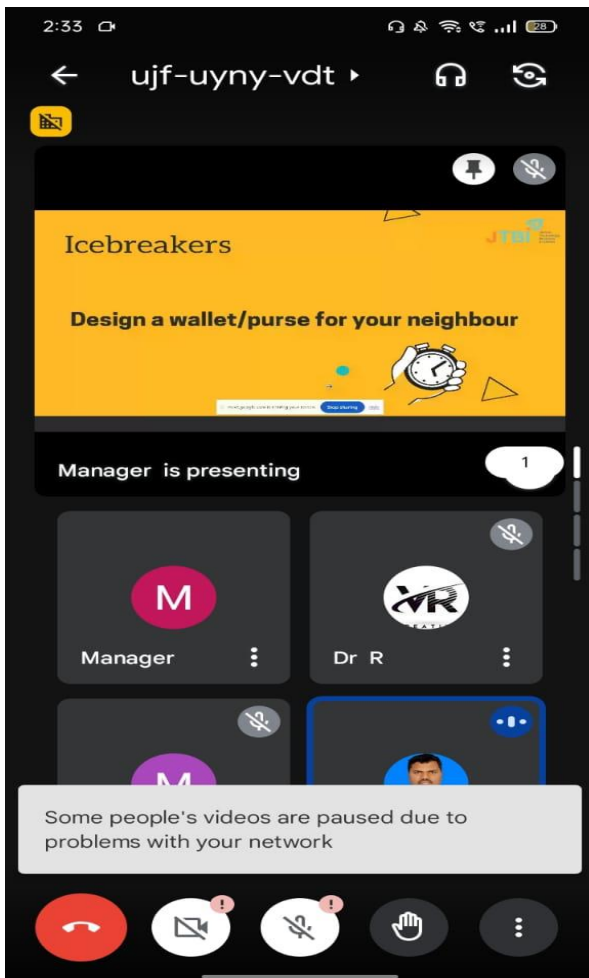
ORGANISED BY INSTITUTION'S INNOVATION COUNCIL IN ASSOCIATION WITH
DEPARTMENT OF MECHANICAL ENGINEERING AND IE(I) STUDENT CHAPTER

On 25th July, Workshop on Lean Startup & Minimum viable Product/ Business. The program is organized by Institution's innovation council in Association with Department of Mechanical Engineering and IE(I) Student Chapter. This Webinar is led by Swathi Anandam , Business Incubator, JNTUH, Hyderabad.

The workshop will introduce participants to the lean startup methodology and the concept of the Minimum Viable Product (MVP). Key topics include:

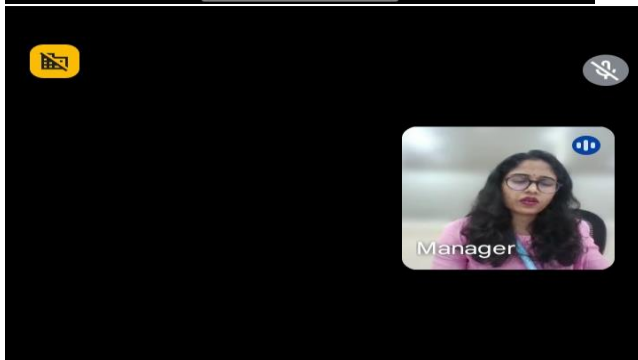
1. ***Lean Startup Principles***: Learn iterative development, validated learning, and pivoting.
2. ***Building an MVP***: Strategies for creating a basic product to test and learn quickly.
3. ***Customer Discovery and Validation***: Techniques for understanding customer needs and validating ideas.
4. ***Metrics and Measurements***: Identifying key performance indicators to track progress.
5. ***Case Studies***: Real-world examples of successful startups using lean principles.

This workshop is designed to provide practical, actionable insights for students to efficiently develop and test their business ideas.



Build-Measure-Learn Feedback Loop

- Build: Create a prototype or MVP
- Measure: Gather data on performance and user feedback
- Learn: Analyze data to make informed decisions
- Cycle: Repeat the loop for continuous improvement



Lean Startup

Core Concepts:

MVP (Minimum Viable Product): The idea of launching a product with just enough features to gather validated learning about the customers.

Build-Measure-Learn Loop: A cyclical process of turning ideas into products, measuring how customers respond, and learning whether to pivot or persevere

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