



**QIS COLLEGE OF ENGINEERING AND TECHNOLOGY  
(AUTONOMOUS)**

Approved by AICTE | Permanent Affiliation: JNTU-Kakinada | UGC-Recognized

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Ponduru Road, Vengamukkapalem, Ongole, Prakasam (Dt), Andhra Pradesh - 523272

**06.06.2024**

**Report on Session on “Lean Start-up & Minimum Viable Product”**

<b>Title of the Programme</b>	:	<b>Session on Lean Start-up &amp; Minimum Viable Product</b>
<b>Resource Person</b>	:	<b>Dr.S.K.Karthiga</b> Associate Professor, Department of CSE, QISCET, Ongole
<b>Date and Time</b>	:	05-06-2024
<b>Mode of Session</b>	:	Offline
<b>Meet App</b>	:	NA
<b>Total number of Participants</b>	:	Attended: 79

**Brief details of the event:**

The "Lean Start-up & Minimum Viable Product (MVP)" events serve as dynamic platforms for aspiring entrepreneurs and innovators to transform their nascent ideas into actionable business models. These events blend practical workshops with interactive sessions, focusing on the essence of the Lean Start-up methodology and the strategic development of MVPs.

**Response of the audience:** The students are presented their ideas and experts gave their recommendation and shared their thoughts on their work.

**Faculty Coordinator Name & Email ID:** Dr.S.Suresh Kumar,  
[sureshkumar.s@qiscet.edu.in](mailto:sureshkumar.s@qiscet.edu.in)

**Learning Outcomes:**

Participants are guided through the journey of identifying core business hypotheses, validating assumptions through real-time market feedback, and iteratively refining their products. The content is meticulously crafted to bridge the gap between theory and practice, offering hands-on experience in creating MVPs that resonate with target audiences.

**Expert Narration:** Through expert-led discussions, case studies, and collaborative exercises, attendees gain insights into the rapid prototyping process, risk minimization strategies, and the importance of adaptability in the face of market dynamics. These events are more than just learning experiences; they are incubators of innovation, fostering a mindset of continuous improvement and customer-centric development.



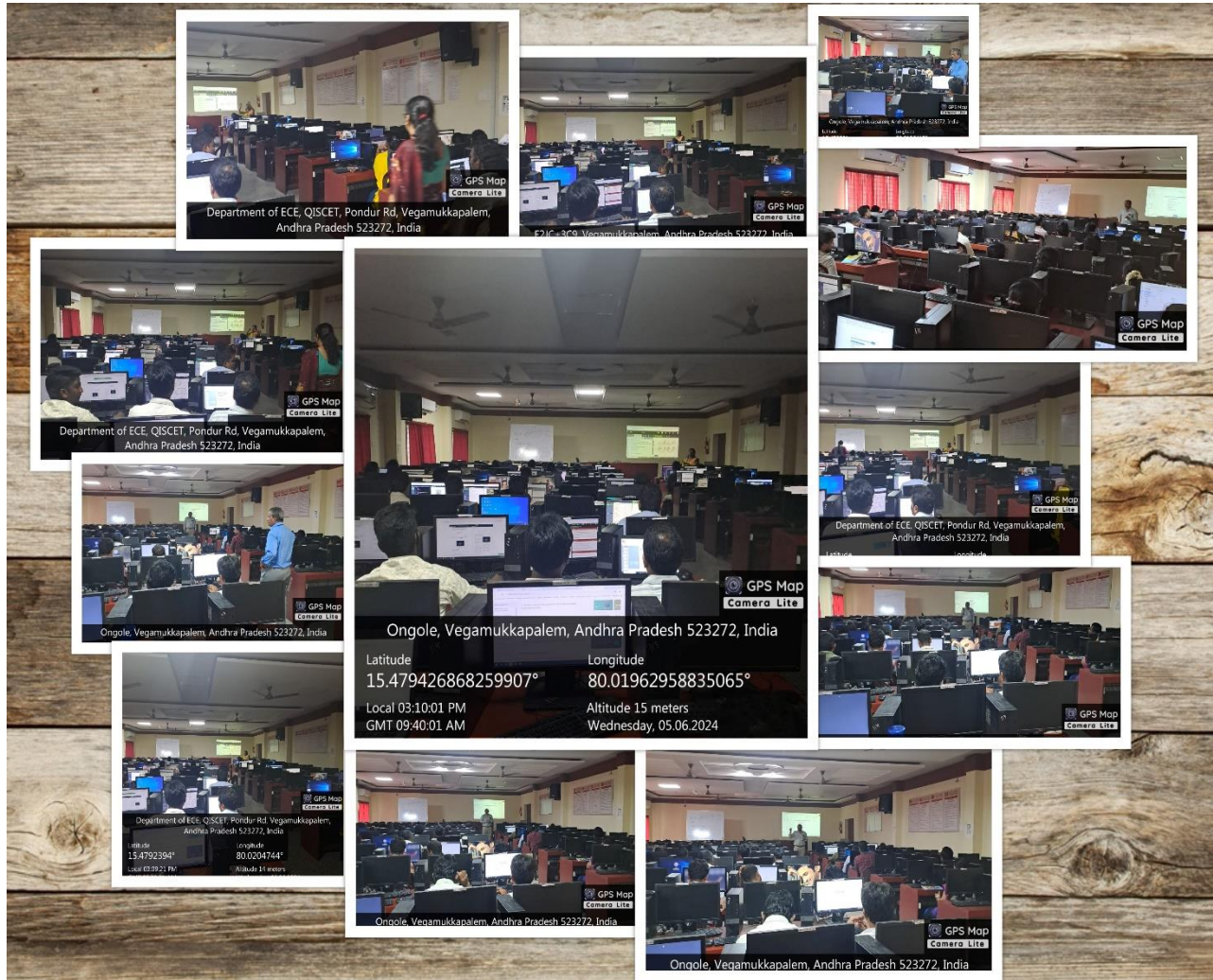
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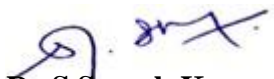
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## Event Photos:



Date: 06.06.2024

Place: Ongole

  
**Dr.S.Suresh Kumar**  
Event Coordinator