



Shree Rahul Education Society's (Regd.)

# SHREE L. R. TIWARI DEGREE COLLEGE

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## Report on a Session on

### “Learn Start - up and amp; Minimum Viable product / Business”

**Speaker:** Mr. Prakash Rajagopal

Asst. Professor

**Date:** 10<sup>th</sup> August 2024 (Saturday)

**Mode :** Online

**Target Audience:** Students, Faculty Members, Aspiring Entrepreneurs

### Introduction

The session titled “Learn Start-up and Minimum Viable Product/Business” was organized by the **Research Innovation Incubation and IPR Cell of SLRTDC** in collaboration with **MVJ College of Engineering, Bangalore**. The event aimed to educate students and aspiring entrepreneurs on the essentials of starting a business, with a focus on developing a Minimum Viable Product (MVP).

The session drew participants from various discipline interested in innovation and entrepreneurship. It was designed to provide both theoretical knowledge and practical insights into the start-up ecosystem.

### Key Highlights

#### 1. Introduction to Start-ups:

The session began with an introduction to the concept of start-ups, highlighting the importance of innovation in creating successful businesses. The speaker emphasized the need for identifying problems and providing unique solutions to them.

Real-life examples of successful start-ups were shared to inspire and motivate the participants.

#### 2. Minimum Viable Product (MVP):



The concept of a Minimum Viable Product (MVP) was a focal point of the session. The speaker explained that an MVP is a version of a new product that allows a team to collect the maximum amount of validated learning about customers with the least effort.

Participants learned how to develop an MVP that balances features, cost, and time-to-market.

Several case studies of successful MVPs were discussed, demonstrating how they can be used to test business ideas quickly and cost-effectively.

### **3. Business Model Development:**

The session also covered the essentials of business model development, including how to structure a business to ensure profitability and sustainability.

Participants were introduced to tools such as the Business Model Canvas to help them visualize and plan their start-up ventures effectively.

### **4. Funding and Investment:**

The importance of securing funding for start-ups was discussed, with insights into various funding options available to entrepreneurs. The session included an overview of angel investors, venture capital, and crowd-funding platforms.

Practical tips on how to pitch ideas to investors were shared, helping participants understand how to present their start-ups effectively to potential funders.

### **5. Intellectual Property Rights (IPR):**

The session also highlighted the importance of Intellectual Property Rights (IPR) in protecting innovative ideas. Participants were informed about the different types of IPR, such as patents, trademarks, and copyrights, and how to go about securing them.

The role of the Research Innovation Incubation and IPR Cell at SLRTDC in supporting start-ups through the process of securing IPR was also discussed.

### **Conclusion**

The session on “Learn Start-up and Minimum Viable Product/Business” was a resounding success, providing participants with valuable insights into the world of start-ups. The collaboration between SLRTDC and MVJ College of Engineering helped bridge the gap between academic learning and practical entrepreneurship.

Participants left with a better understanding of how to create and launch a start-up, develop an MVP, and navigate the challenges of securing funding and protecting intellectual property.



This session is expected to inspire many participants to take the first steps toward launching their own ventures.

**Glimpses from the Session:**

**INSTITUTION'S INNOVATION COUNCIL**  
(Ministry of HRD Initiative)

**MoE's INNOVATION CELL**  
(GOVERNMENT OF INDIA)

**SHREE L. R. TIWARI DEGREE COLLEGE**  
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**RESEARCH, INNOVATION, INCUBATION & IPR CELL OF SLRTDC**  
*in association with*  
**MVJ COLLEGE OF ENGINEERING, BANGALORE**  
*Organises*

**“Learn Start-up and amp; Minimum Viable product /Business”**

**Speaker**  
**Mr. Praksash Rajagopal**  
(Assistant Professor)

**10<sup>th</sup> August 2024 (Saturday)**  
**10:30 am onwards**

**MODE: ONLINE**

[slrtdc@rahuleducation.com](mailto:slrtdc@rahuleducation.com)    [www.slrtdc.in](http://www.slrtdc.in)    **1800 210 1002**

**Understanding Product Market Fit (PMF)**

**Product:** Market Segmentation, Value Proposition

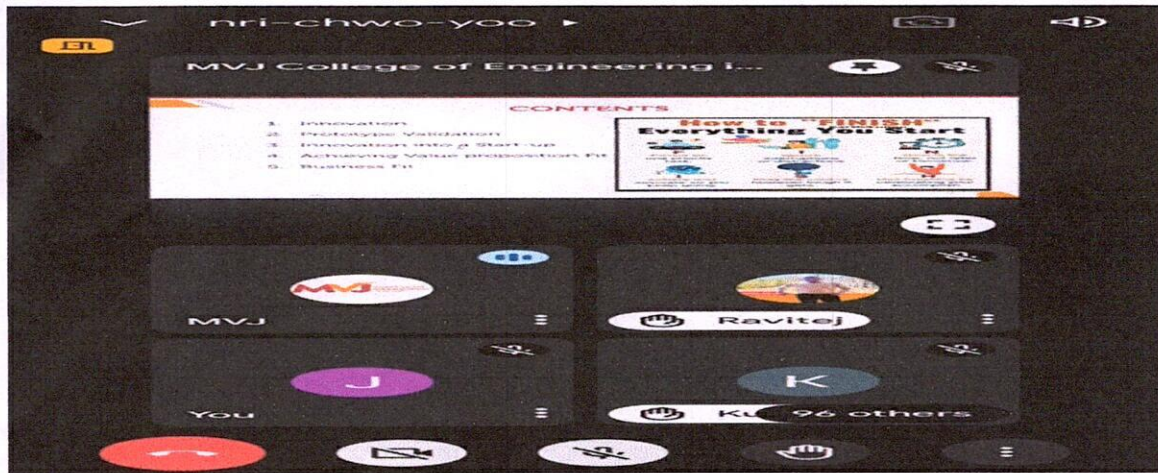
**Product-Market Fit**

**Market:** Underserved Market, Target Customer

Manu    Jeeva

You    MVJ    62 others





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