



Shree Rahul Education Society's (Regd.)

SHREE L. R. TIWARI DEGREE COLLEGE

(Arts | Commerce | Science) Approved By Government of Maharashtra & Affiliated To University Of Mumbai | Recognized Under Section 2(f) of the UGC Act 1956 | ISO Certified 9001: 2015 | Hindi Linguistic Minority Institution | COLLEGE CODE : 1064

Report on a Session on

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

Speaker: Mr. Prakash Rajagopal

Asst. Professor

Date: 10th 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
(Approved by Government of Maharashtra & Affiliated to University of Mumbai)

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)

10th August 2024 (Saturday)
10:30 am onwards

MODE: ONLINE

slrtdc@rahuleducation.com www.slrtdc.in **1800 210 1002**

MVJ College of Engineering is present...

Understanding Product Market Fit (PMF)

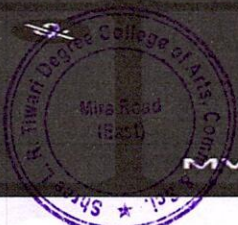
Product: Market Segmentation, Value Proposition

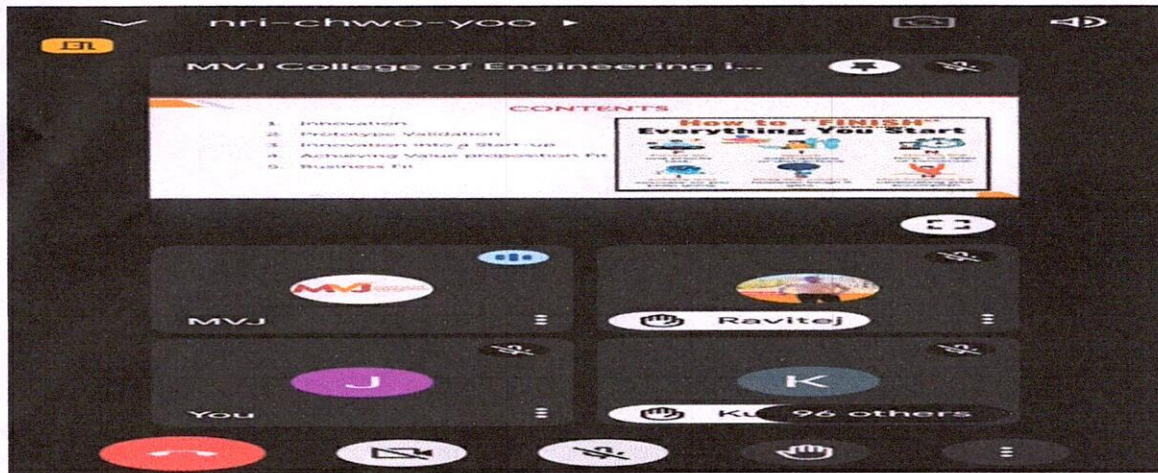
Product-Market Fit

Market: Underserved Market, Target Customer

Manu **Jeeva**

You **MVJ** **62 others**





Jinal Mehta
Dr. Jinal Mehta
IIC Convener

Vaishali Kothiyani
Dr. Vaishali Kothiyani
Dean-Research Innovation Incubation & IPR Cell

Sanjay Mishra
Dr. Sanjay Mishra
IIC Principal
Shree L. R. Tiwari Degree College of Arts, Comm. & Sci.
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Dist. Thane - 401107. Maharashtra





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Name of the Event: Learn start-up and minimum viable product business

Name of the Department/Committee/Cell/Club: Research, Innovation, Incubation and IPR cell

Name of the Speaker: Dr.R Purshottam Naik Date: 10/08/2024

| Sr. No. | Name of the Students | Class |
|---------|--------------------------------|---------------|
| 1. | MAHADIK AARYA RAVINDRA | S.Y.B.A.F |
| 2. | BAKSHI ARYAN ANIL | S.Y.B.A.F |
| 3. | PAL HARSH SUBHASH | SYBMS |
| 4. | SALUNKHE NIKITA VIJAY | SYBMS |
| 5. | SHAIKH KAZIM MUSHTAK | SYBMS |
| 6. | AGARWAL PURAB JACKIE | FYBAMMC |
| 7. | KHAN MAHEK AKHTAR | FYBAMMC |
| 8. | RAJ ARJUN RAVI | S.Y.B.A.F. |
| 9. | RANE PRADNESH NITIN | S.Y.B.A.F. |
| 10. | SADRIWALA MUSTAFA ALIASGAR | S.Y.B.A.F. |
| 11. | SARANG MOHAMMED AYAN MUNAF | S.Y.B.A.F. |
| 12. | VISHWAKARMA ANVESHA SANTOSH | F.Y.B.M.S. |
| 13. | MANDAVKAR PRITHVI DATTARAM | S.Y.B.A.M.M.C |
| 14. | MEMON SANIA AKBAR | S.Y.B.A.M.M.C |
| 15. | MISHRA SHREYA SATISH | S.Y.B.A.M.M.C |
| 16. | JAIN YAKSHI RAJESH | S.Y.B.COM |
| 17. | JOSHI NISHANT PRADEEP | S.Y.B.COM |
| 18. | KATIRA KHUSHI BHARAT | S.Y.B.COM |
| 19. | KAZI AYMAN WASIM | S.Y.B.COM |
| 20. | QURESHI RIMSHA MOHAMMED SARWAR | S.Y.B.A.F. |
| 21. | TIWARI MANYA VIJAY PRAKASH | TY.B.M.S |
| 22. | TIWARI SONALI SHIVKANT | TY.B.M.S |
| 23. | TIWARI VISHAL BINAY | TY.B.M.S |
| 24. | TRIPATHI ARTH AJIT | TY.B.M.S |
| 25. | VASEKAR SUJAL GIRISH | TY.B.M.S |



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| Sr. No. | Name of the Students | Class |
|---------|--------------------------------|-------------|
| 1 | SUTHAR DHRUV RAJESH | S.Y.BSC.CS |
| 2 | THADI JOSHUA WILSON | S.Y.BSC.CS |
| 3. | TIWARI RAJAN KANHIYALAL | S.Y.BSC.CS |
| 4. | TIWARI SAUBHYA MANOJ | S.Y.BSC.CS |
| 5. | TIWARI AASTHA PRADEEP | TY.B.M.S |
| 6. | VISHWAKARMA ANKIT DINANATH | FYBSCCS |
| 7. | YADAV ARPIT AJAY | FYBSCCS |
| 8. | YADAV SAURABH KRISHNANAND | FYBSCCS |
| 9. | BHAGAT SHREYA VIJAY | FYBSCCS |
| 10. | KHAN MOHAMMED OMAR FAROOQUE | SYBSCCS |
| 11. | PANDEY PALAK AVADHESH | SYBCCCS |
| 12. | VISHWAKARMA ANKITA JITENDRA | TY.B.M.S |
| 13. | WAKODE AMAR GOPAL | TY.B.M.S |
| 14. | WARSI KASHISH JABID | TY.B.M.S |
| 15. | SHAIKH ALYINA IQBAL | T.Y.B.SC.IT |
| 16. | SHAIKH JUNAID JAVED | T.Y.B.SC.IT |
| 17. | SHAIKH MUBASHSHIR ATAUR RAHMAN | T.Y.B.SC.IT |
| 18. | SHAIKH TALHA MASOOD | T.Y.B.SC.IT |
| 19. | SHARMA SHEETALDEVI PRAMOD | T.Y.B.SC.IT |
| 20. | MIRANDA SOFIYA LINDER | T.Y.B.COM |
| 21. | MIRZA AYMAAN SHAMSHUL | T.Y.B.COM |
| 22. | POOJARY PRAJWAL GANESH | T.Y.B.COM |
| 23. | RIZVI MOHAMMED HUSSEIN HABIB | T.Y.B.COM |
| 24. | SHARMA VIJAY RAKESH | T.Y.B.A.F. |
| 25 | RAJ ARJUN RAVI | S.Y.B.A.F |

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| 1. | SARANG MOHAMMED AYAN MUNAF | S.Y.B.A.F |
| 2. | SHAIKH AMAAN NAUSHAD | S.Y.B.A.F |
| 3. | TIRWA ROHIT SURESH | S.Y.B.A.F |
| 4. | VAIDYA RIDDHI SAMIT | S.Y.B.A.F |
| 5. | SHAIKH SANIYA MOHD ASIF | S.Y.B.A.F |
| 6. | MISHRA JAYA BHRIGUNATH | SYBBI |
| 7. | RATHOD JYOTI SUJANSINGH | SYBBIS |
| 8. | PAL NANDIKA DALSINGAR | SYBBI |
| 9. | REHMANI MOHAMMED HARIS ABDUL RAHIM | SYBBI |
| 10. | SINGH ARYAN SANJAY | SYBBI |
| 11. | YADAV ANJANA SURESH | SYBBI |
| 12. | PATIL KRISH NAVIN S | SYBBI |
| 13. | RAWAT KAPISH PRADEEP SINGH | F.Y.B.A.M.M.C |
| 14. | ROZARIO KYLE MARCUS LYNDON | F.Y.B.A.M.M.C |
| 15. | SALVI VAISHNVI RAMAKANT | F.Y.B.A.M.M.C |
| 16. | GANDHARVA BHOOMI KARAN | F.Y.B.COM |
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