



INSTITUTIONS INNOVATION COUNCIL
&
EVENT REPORT
TRAINING AND PLACEMENT CELL

<https://youtu.be/guDTqaDvnQk>

Event:	Webinar
Topic:	Lean Startup & Minimum Viable Product/Business
Date:	4th JULY2022, Monday
Time:	12:00 PM Onwards
Duration:	One Hour(Online Session)
Platform:	Online (Microsoft Teams)
Program:	BBA&MBA
Coordinator:	Dr. Rubeena Bano Assistant Professor, Department of Management Sciences
Convener:	Dr. Nivedita, Head - Training & Placement Cell, IIC In-Charge
Students:	61

Resource Person:

Mr. Paritosh Anand, IIM Ahmedabad Alumnus, Co-Founder – Vatsalya Wellness

Dr. Nivedita
 Head
 Training and Placement Cell

Director
 Tecnia Institute of Advanced Studies
 (Affiliated to GGSIP University Delhi)
 Madhuban Chowk, Rohini, Delhi-85

Objective:

- To make the attendees aware about the idea of Lean startup.
- To make the attendees understand the methodology of Lean startup.
- To make the attendees understand the difference between Lean startup and Traditional Startup.
- To make the attendees understand the types of Lean startup.
- To make the attendees understand 3A'S of Metrics followed in Lean Start-ups.
- To make the attendees aware about Minimum Viable Product and Minimum Marketable Product was enhanced
- To enhance the confidence of the attendees.

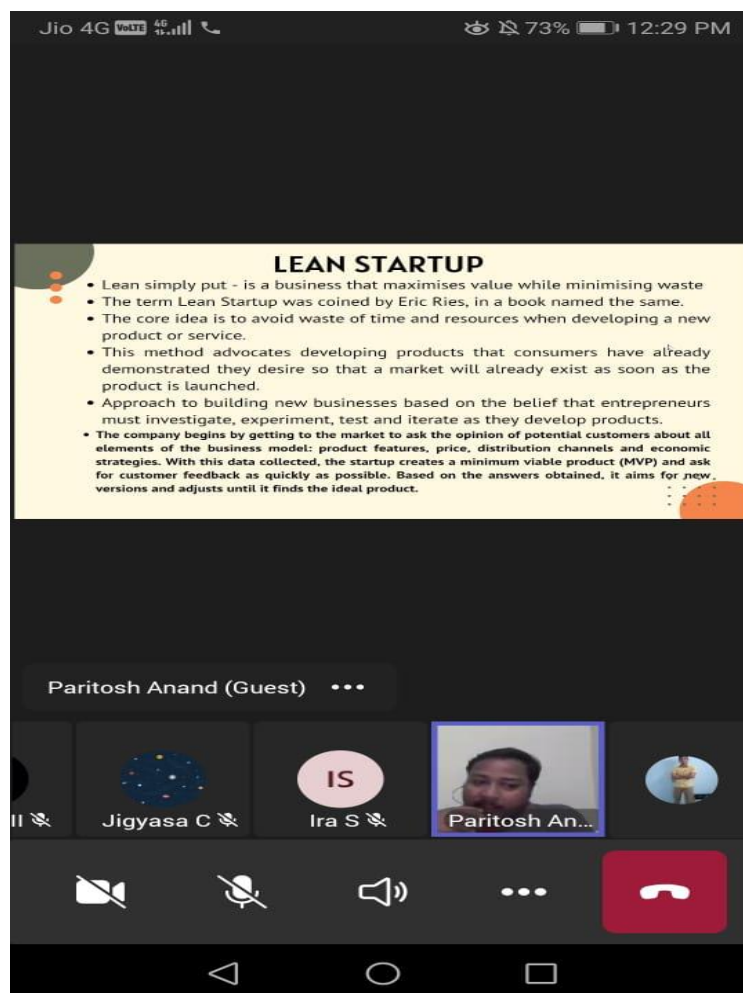
Report:

A webinar was organized by Institution's Innovation Cell (IIC) TIAS and Training & Placement cell TIAS on the topic, "Lean Start-up & Minimum Viable Product" on 4th July 2022 in the TIAS at 12:00 PM onwards. The resource person for the webinar was Mr. Paritosh Anand IIM Ahmedabad Alumnus Co-Founder-Valsalva wellness. The speaker briefed the attendees about meaning of startups with examples and the methodology to be adopted for lean start ups. He also elucidated the difference between Lean startup and Traditional Startup. He also explained the difference between Proof of concept, Minimum Viable Product and Minimum Marketable Product with the help of example of Facebook & Amazon. He spoke in detail about the 3A'S of Metrics and methodology of Minimum Viable Product for sustainable growth. In the end he answered the questions posed by attendees. Earlier Dr. Nivedita, Head Training and Placement and In Charge IIC TIAS welcomed the speaker and introduced to the attendees. She also stated about the importance of the webinar along with its objective. The one-hour online session was very interactive and was well coordinated by Dr. Rubeena Bano Assistant Professor, Management Sciences. The seminar ended with a vote of thanks by Dr. Nivedita and feedback collection

Learning Outcome:

- The attendees' awareness about the concept of lean up startup was enhanced.
- The attendees' awareness about the relevance of the methodology of lean startups was enhanced.
- The attendees understood the difference between Lean startup and Traditional Startup.
- The attendees understood the types of Lean startup.
- The attendees understood 3A'S of Metrics followed in Lean Start-ups.
- .The attendees' awareness about Minimum Viable Product and Minimum Marketable Product was enhanced
- The attendees' confidence was raised.

Geotag and Screenshots:



Jio 4G VoLTE 4G 12:29 86%

← Mentoring Session o... 15:07 28 attendees

LEAN STARTUP

- Lean simply put - is a business that maximises value while minimising waste
- The term Lean Startup was coined by Eric Ries, in a book named the same.
- The core idea is to avoid waste of time and resources when developing a new product or service.
- This method advocates developing products that consumers have already demonstrated they desire so that a market will already exist as soon as the product is launched.
- Approach to building new businesses based on the belief that entrepreneurs must investigate, experiment, test and iterate as they develop products.
- The company begins by getting to the market to ask the opinion of potential customers about all elements of the business model: product features, price, distribution channels and economic strategies. With this data collected, the startup creates a minimum viable product (MVP) and ask for customer feedback as quickly as possible. Based on the answers obtained, it aims for new versions and adjusts until it finds the ideal product.

Paritosh Anand (Guest) ...

Jigyasa C Ira S Paritosh A...

Navigation icons: back, home, app drawer, recent apps

Jio 4G VoLTE 4G 15.11 86% 12:29

← Mentoring Session o... 15:07 28 attendees

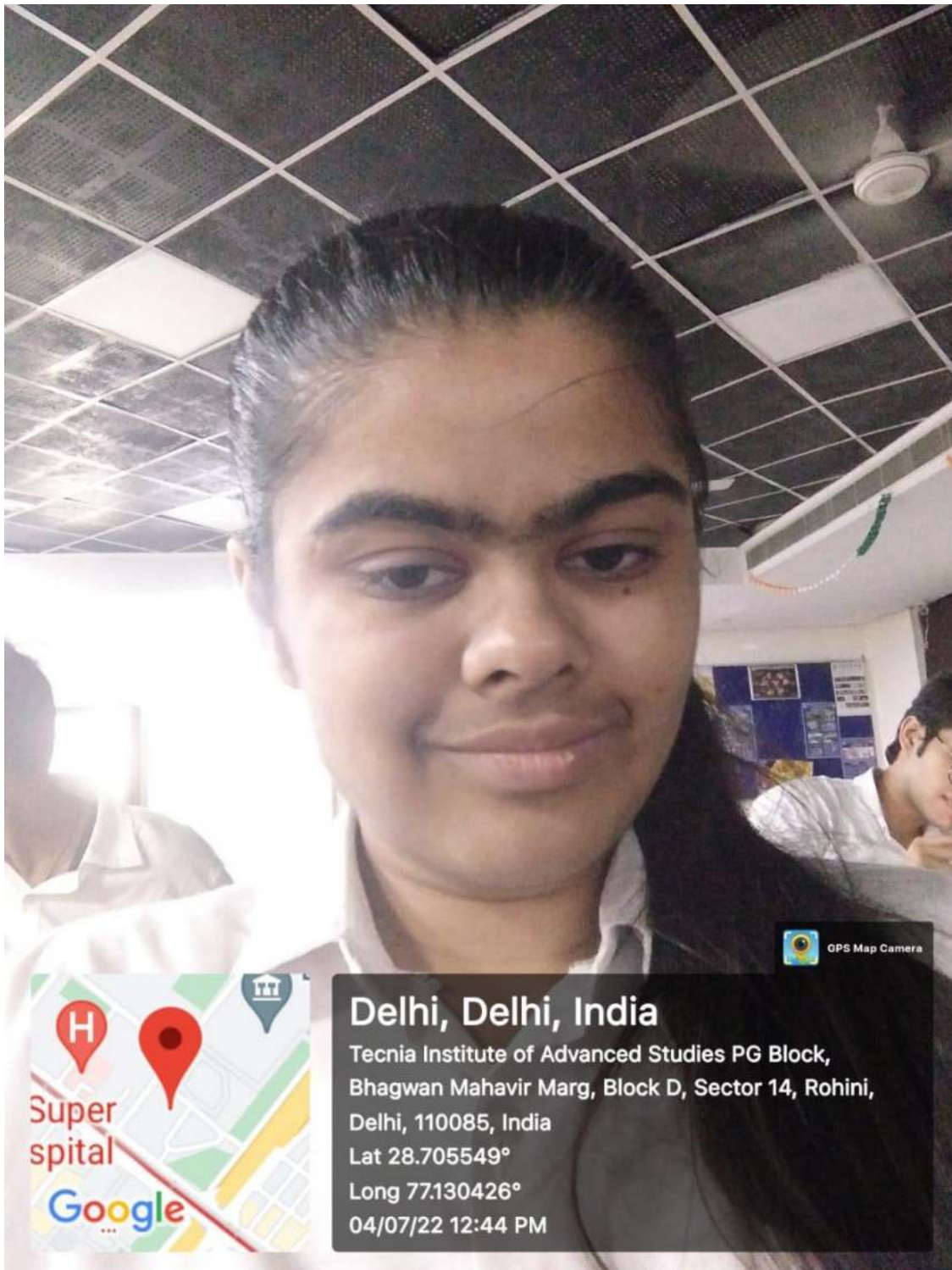
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Paritosh Anand (Guest) ...

Jigyasa C Ira S Paritosh A...

Microphone, Speaker, More, End Call





Tecnia Institute of Advanced Studies PG Block, Bhagwan
Mahavir Marg, Block D, Sector 14, Rohini, Delhi, 110085,
India

Latitude

28.705796666666668°

Longitude

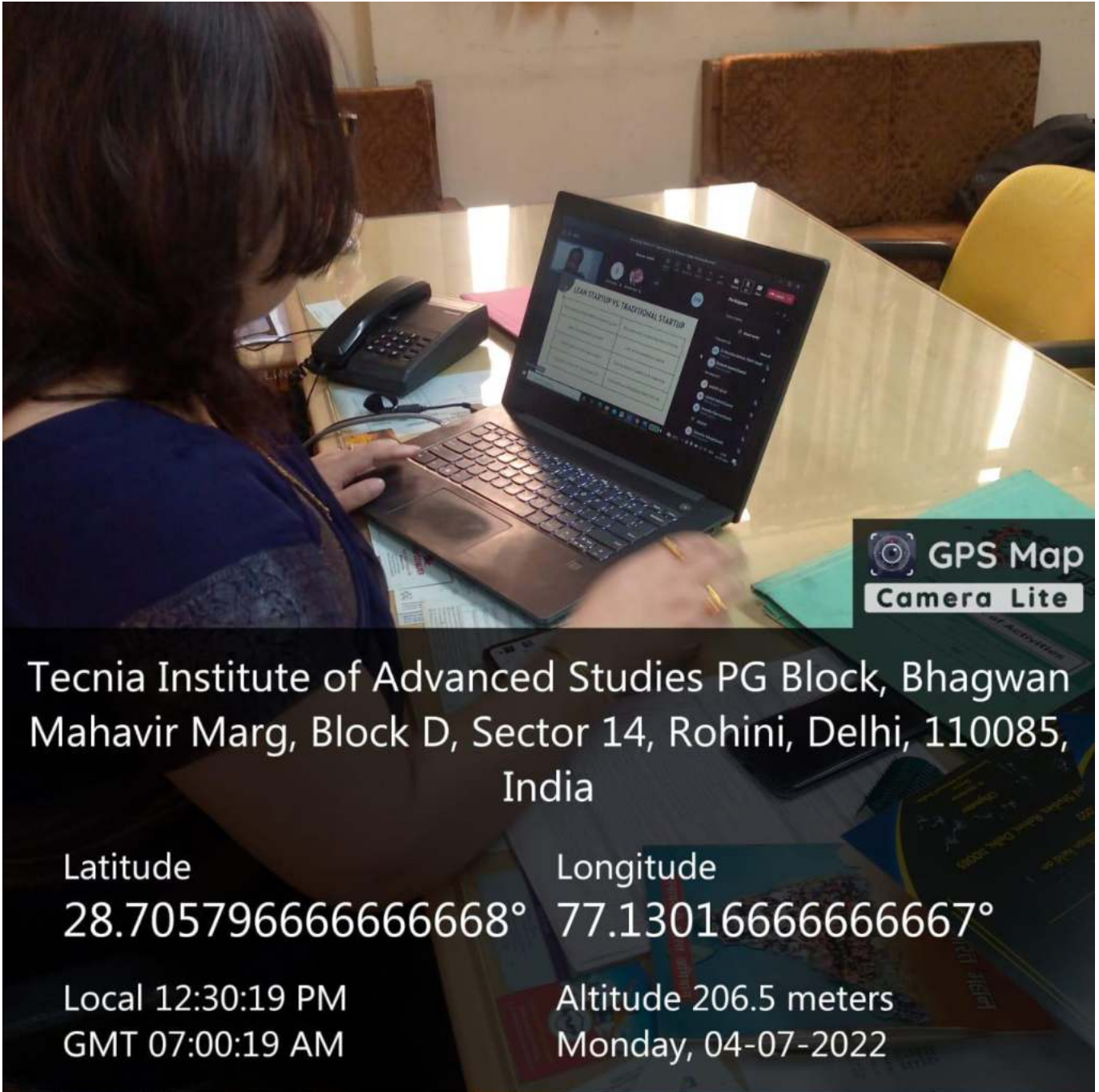
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Altitude 206.5 meters

Monday, 04-07-2022



Tecnia Institute of Advanced Studies PG Block, Bhagwan Mahavir Marg, Block D, Sector 14, Rohini, Delhi, 110085, India

Latitude

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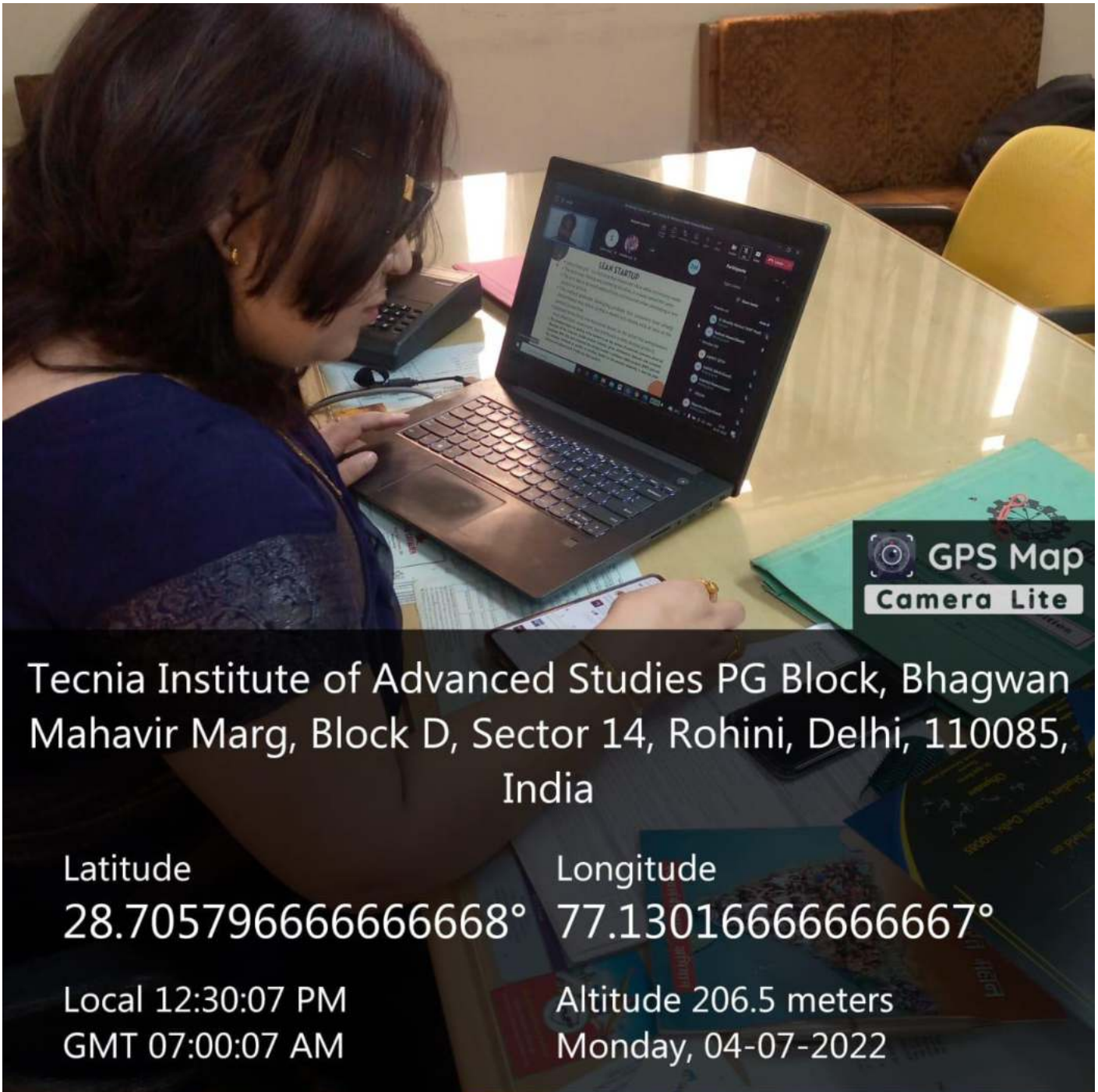
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Monday, 04-07-2022



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Latitude

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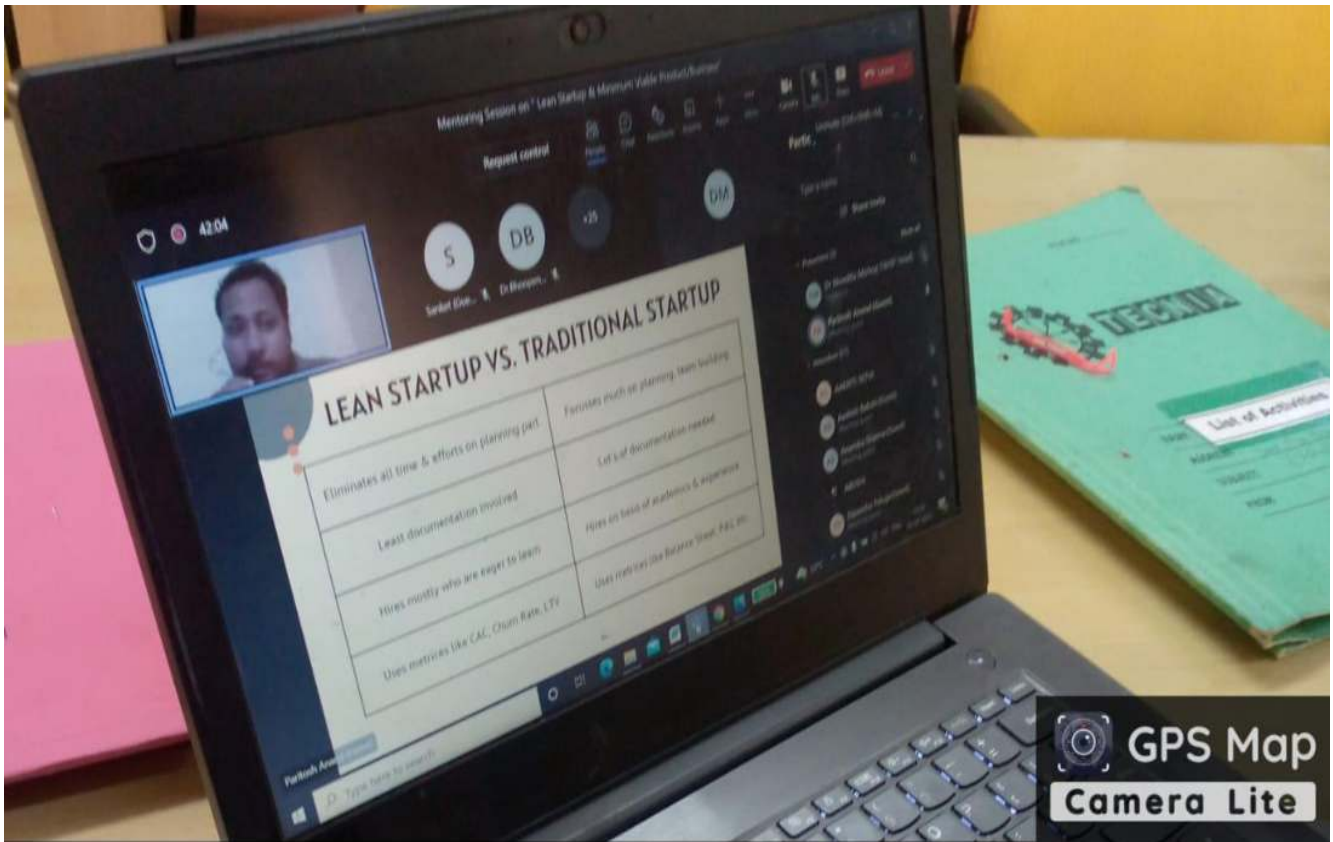
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Monday, 04-07-2022



Tecnia Institute of Advanced Studies PG Block, Bhagwan Mahavir Marg, Block D, Sector 14, Rohini, Delhi, 110085, India

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Monday, 04-07-2022



Tecnia Institute of Advanced Studies PG Block, Bhagwan Mahavir Marg, Block D, Sector 14, Rohini, Delhi, 110085, India

Latitude

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Longitude

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Local 12:35:09 PM

GMT 07:05:09 AM

Altitude 206.5 meters

Monday, 04-07-2022



 **GPS Map
Camera Lite**

Tecnia Institute of Advanced Studies PG Block, Bhagwan Mahavir Marg, Block D, Sector 14, Rohini, Delhi, 110085, India

Latitude

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Longitude

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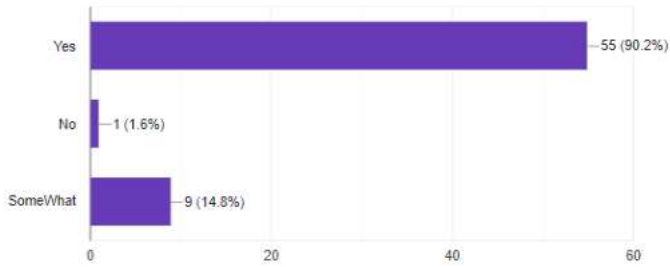
Monday, 04-07-2022

FEEDBACK:

My understanding about Lean Startup has increased after attending the webinar

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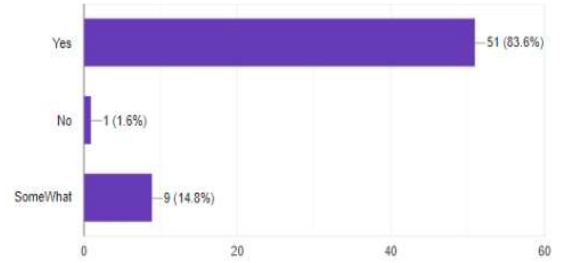
61 responses



My understanding about the deference between Lean Startup & traditional startup has increased after attending the webinar

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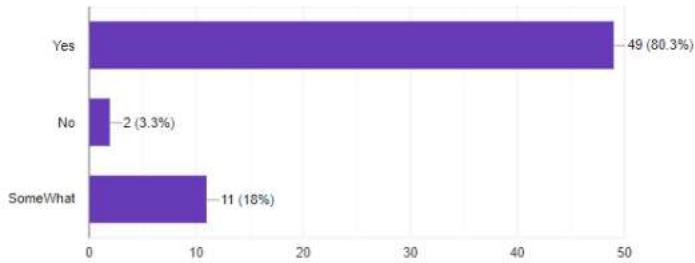
61 responses



My understanding about the methodology for startups has increased after attending the webinar

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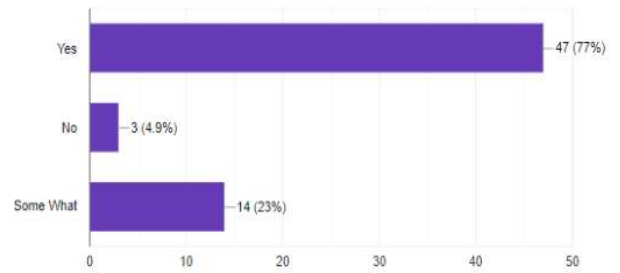
61 responses



My understanding about the MVP has increased after attending the webinar

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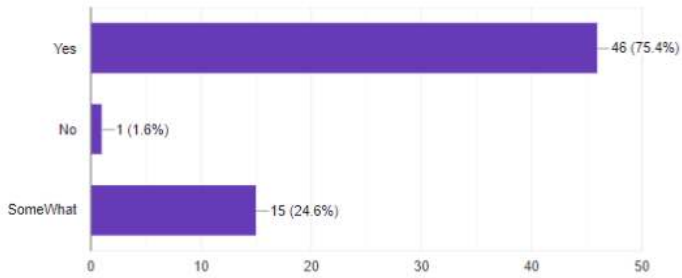
61 responses



My understanding about the types of MVP has increased after attending the webinar

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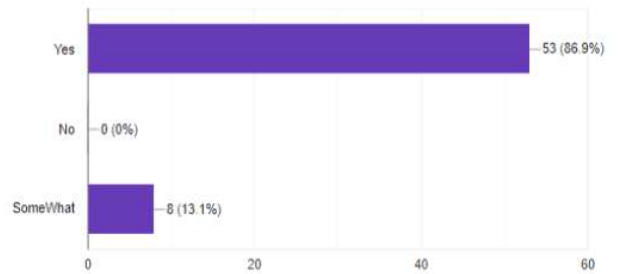
61 responses



My understanding about the sustainable growth for MVP has increased after attending the webinar

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61 responses

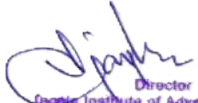


LIST OF BENEFICIARIES:

SL.NO	NAME	COURSE	ENROLLMENT NO.	BATCH	OVERALL FEEDBACK
1	HIMANSHI ARORA	BA(JMC)	15417002421	2021-24	EXCELLENT
2	AARTI SHARMA	BA(JMC)	4517002421	2024	EXCELLENT
3	PRABHJOT KAUR	BA(JMC)	10417002421	2021-2024	EXCELLENT
4	ABHIJEET PURI	BA(JMC)	517002420	2020-2023	GOOD
5	SARTHAK BAJAJ	BA(JMC)	121302421	2021	GOOD
6	TUSHAR AGGARWAL	BA(JMC)	35521302420	2020-2023	EXCELLENT
7	RADHIKA KATARIA	BA(JMC)	12117002421	2024	GOOD
8	VANSH ARORA	BA(JMC)	5021302421	2021	AVERAGE
9	IMRANA NAZ	BA(JMC)	7317002421	2MA	EXCELLENT
10	NIDHI	BA(JMC)	5817002420	2020-23	EXCELLENT
11	GARIMA SHARMA	BA(JMC)	33	2021-2024	EXCELLENT
12	RIYA	BA(JMC)	13917002421	2021	EXCELLENT
13	AKSHARA TYAGI	BA(JMC)	4621302421	2021	EXCELLENT
14	MAMTA	BA(JMC)	1717002421	2022	EXCELLENT
15	ANUSHKA	BA(JMC)	69	2020-2024	EXCELLENT
16	JAYESH NARAINI	BA(JMC)	13417002421	2021-24	EXCELLENT
17	JIGYASA	BA(JMC)	13317002421	2021-24	EXCELLENT
18	PARTH BHATNAGAR	BA(JMC)	35317002421	2022	GOOD
19	MANISHA CHAUHAN	BA(JMC)	5021302420	2020	EXCELLENT
20	PARTH GOEL	BA(JMC)	35917002421	2021-24	GOOD
21	SURAKSHA MAGGU	BA(JMC)	917002421	1ST BATCH	EXCELLENT
22	KAVYA NEERAJ	BA(JMC)	11317002421	2021-2024	GOOD
23	YASH SAH	BA(JMC)	10321302420	EVENING	EXCELLENT
24	IRA SHARMA	BA(JMC)	6317002421	2021-2024	EXCELLENT
25	ISHIKA TAYAL	BA(JMC)	8317004241	1	GOOD
26	ARYAN BHARDWAJ	BA(JMC)	3917002421	MORNING A	EXCELLENT
27	RAMNEEK TAKKAR	BA(JMC)	6217002421	2ND SEMESTER	GOOD
28	MANYA GROVER	BA(JMC)	6117002421	2021	EXCELLENT
29	NISHCHAL SHARMA	BA(JMC)	1417002421	2021	GOOD
30	TANISHQA PATIL	BA(JMC)	1817002421	2021 - 2024	GOOD
31	KASHISH	BA(JMC)	5817002421	1	GOOD
32	KHUSHI ARORA	BA(JMC)	4821302421	2021-2022	EXCELLENT
33	NIDHI MISHRA	BA(JMC)	8417002421	2021-2024	EXCELLENT
34	NAMAN CHAWLA	BA(JMC)	4417002421	2021-2024	GOOD
35	KHUSHI MANCHANDA	BA(JMC)	8117002421	2021-2024	EXCELLENT
36	DEEPAK KUMAR	BA(JMC)	5217002421	2022-2024	GOOD
37	CHAHAT DARYANI	BA(JMC)	6417002421	2021-2024	GOOD
38	DIPANSHU PAHUJA	BA(JMC)	14517002421	2021-2024	GOOD

39	SHREYA SHARMA	BA(JMC)	4317002421	1 YEAR	EXCELLENT
40	GARIMA	BA(JMC)	35521302421	2022_2024	EXCELLENT
41	ISHIKA KAPOOR	BA(JMC)	8017002421	2021-24	EXCELLENT
42	AASTHA GAUR	BA(JMC)	1617002421	DIV A SHIFT 1	GOOD
43	AAKRITI SETHI	BA(JMC)	1017002421	1ST YEAR	EXCELLENT
44	ASHUTOSH SHARMA	BA(JMC)	9417002421	2021- 2024	GOOD
45	OJUS PURI	BA(JMC)	4717002421	1ST YEAR	GOOD
46	DHRUV SHARMA	BA(JMC)	6617002421	2021-24	GOOD
47	ALAKSA ASSIS	BA(JMC)	621302420	2020-2023	GOOD
48	RIDDHI	BA(JMC)	35217002421	2021-24	EXCELLENT
49	KRISHNA KHETARPAL	BA(JMC)	2917002421	2021-24	EXCELLENT
50	ROHIT GUPTA	BA(JMC)	3617002421	2021-22	GOOD
51	FALGUNI SHARMA	BA(JMC)	12417002421	2022-24	EXCELLENT
52	ANSHUL	BA(JMC)	8821302421	2024	GOOD
53	ARYAVANSH BHARDWAJ	BA(JMC)	15317002421	2MB	GOOD
54	RISHITA GOYAL	BA(JMC)	35817002421	2021 - 2024	EXCELLENT
55	SARTHAK THAKUR	BA(JMC)	3217002421	2021-2024	EXCELLENT
56	DIVYANSHU MISHRA	BA(JMC)	2321302420	5 SEMSTER	EXCELLENT
57	KHUSHI PRUTHI	BA(JMC)	2117002421	2021-24	GOOD
58	VANSHIKA SHARMA	BA(JMC)	7417002421	2021-2024	EXCELLENT
59	SAANCHAL DHAMIJA	BA(JMC)	4617002421	2022-24	GOOD
60	RIYA SHARMA	BA(JMC)	4217002421	1ST SEM	GOOD
61	JATIN SETH	BA(JMC)	35617002421	MORNING B	EXCELLENT


Dr. Nivedita
 Head
 Training and Placement Cell


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