



ACS COLLEGE OF ENGINEERING

Kambipura, Mysore Road, Bengaluru - 560074

Institutions Innovation Council

AICTE/MIC ID: IC201912654



Q4-IIC driven Activity Report

Name of the Event	: Session on Lean Startup and Minimum Viable Product
Date & Time	: 12/07/2024 at 11.00am
Mode	: Offline
Resource Person	: Mr.Lokesh B S, Startup Consultant, Agastya Academy
No of Student Participants	: 65
No of Faculty Participants	: 05

About the Event:

ACSCE Institutions Innovation Council in association with startup cell conducted a workshop session on Lean Startups and Minimum Viable product for young Entrepreneurs on 12th July 2024 for Innovators and Entrepreneurs. The program was started at 11.00 AM with the welcome speech and introduction about the guest by Member-IIC. The resource person handled an interactive session about the lean startup method first identifies a problem that needs to be solved. It then develops a minimum viable product or the smallest form of the product that allows entrepreneurs to introduce it to potential customers for feedback. He mentioned that According to the decades-old formula, you write a business plan, pitch it to investors, assemble a team, introduce a product, and start selling as hard as you can. And somewhere in this sequence of events, you'll probably suffer a fatal setback. At the end of the session the participants were interacted with resource person. The session ended with vote of

thanks proposed by member-IIC.



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(A Unit of RajaRajeswari Group of Institutions)
Mysore Road, Bengaluru, Karnataka.



INSTITUTIONS INNOVATION COUNCIL

Organises a session on

"LEAN STARTUP AND MINIMUM VIABLE PRODUCT"

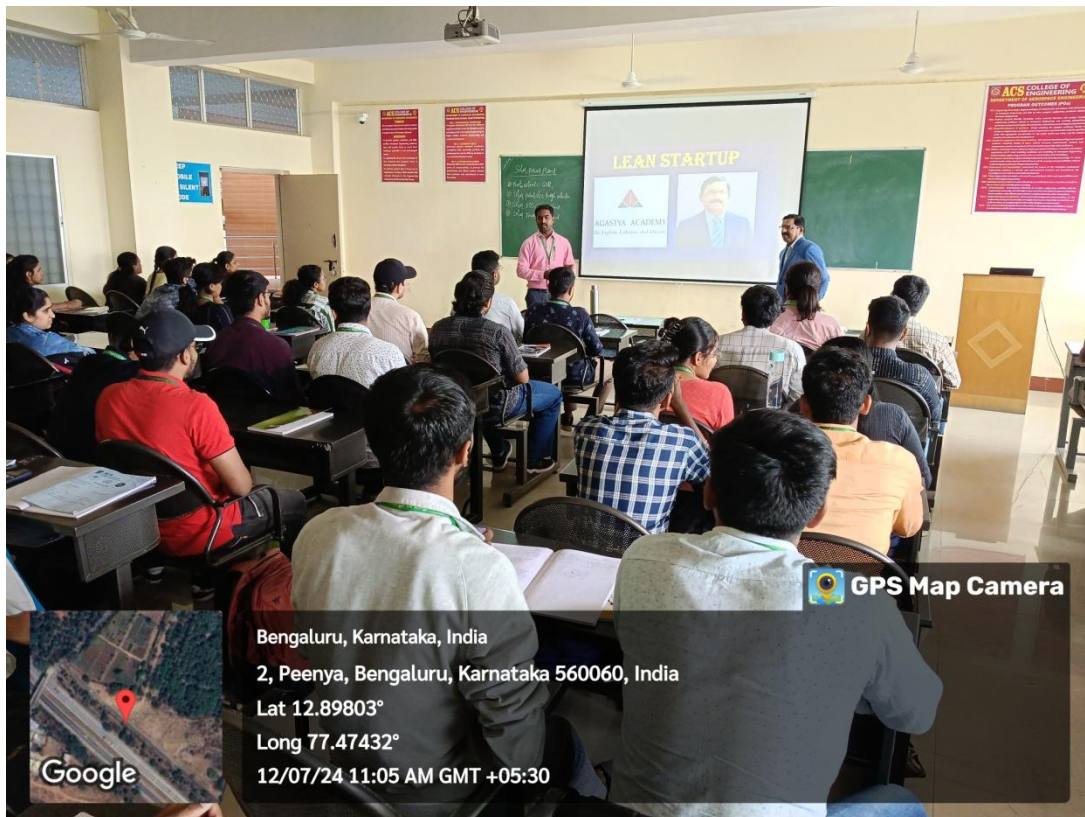


DATE 12-07-2024 **TIME** 09:30AM TO 10:30AM



CONVENER DR. A. KRISHNAKUMAR **PRESIDENT** DR. G. RAMANAN **RESOURCE PERSON** **Mr. B. S. LOKESH**
VICE-PRESIDENT DR. P. THEERTHAMALAI **PRINCIPAL** DR. ANANDTHIRTHA B GUDI **Mentor & Consultant Agastya Academy**

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Convener

Dr.Krishnakumar

President

Dr.G.Ramanan

Head of the Institution

Dr.Anandthirtha B Gudi