



RAJARAJESWARI COLLEGE OF ENGINEERING

Affiliated to VTU | Approved by AICTE, NewDelhi | Accredited by HLAICT, Texas, USA (Internationally) and by NBA

Workshop on

“Lean Startups & Building Minimal Viable Product”

Jointly Organized by

Departments of PG Studies (M.C.A. &M.B.A)

&

RajaRajeswari Institution Innovation Council (RRIIC)

(MoE IICApproval No : IC201912297)

Date: 13th June 2023 at 11.00 A.M.–12.30 P.M

Resource Person:

Dr.G.Vinoth, B.E., M.S., Ph.D, (USA)

CEO & Chief Start up Designer,

Pongu Ventures (P) Ltd.,

Chennai.

Online Meeting details:

RRBI-Lean Startups &Minimum Viable Products

Date & Time : 13th June 2023 & 11:00am–12:30pm

Google Meet joining info

Video call link: <https://meet.google.com/ooz-aqaj-fgp>

Objective of the Session: To provide a hands on to the students on Lean Start up establishment and a Minimal Viable Business (MVB) and sensitize the students on challenges and opportunities for the aspiring Entrepreneurs

Target audience:

- ❖ The Webinar is open for Industry Personnel, Startup Founders, Research Scholars, Faculty members, Research Supervisors, UG & PG Students.

Number of Participants: 55 Participants.

Outcome of the Program :

- Faculty members, Start up Founders, UG and PG Students learnt about how to establish the lean startup
- Developing a Proof of Concept(PoC) into Minimal Viable Product (MVPStage)
- Why MVP is to be developed?
- Testing Procedure for MVPs
- Good MVPs Vs Bad MVPs
- Minimal Viable Business (MVB)
- Establishment of MVB and Team formation for MVB
- Analyze the reasons for Product Failure and MVB failure
- Challenges and Opportunities for MVB

Organizing Committee

Dr.R.Balakrishna , Principal

Dr.S.Usha, Dean–Research & Vice President - RRIIC

Dr. Amutharaj Joyson, Vice Principal & President–RRIIC

Dr.L.Rangaiah, Professor & HoD – ECE & Advisor - RRIIC

Dr.C.Ramesh, Professor and HoD – Mech. Engg., & Convener – RRIIC

Event Poster



RajaRajeswari College of Engineering



#14, Ramohalli Cross, Kumbalodu, Mysore Road, Bangalore - 560074



RR Institution Innovation Council (RRIIC)



RRIIC and Department of PG Studies



jointly organizing

A Workshop on

Lean Startups & Minimum Viable Products

Resource Persons

Dr. G. Vinoth. B.E., M.S.Ph.D(USA)

Start up Venture Designer,
Pongu Ventures

DATE: 13th June 2023

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Organising Committee

Dr. R Balakrishna
Principal

Dr. S. Usha
Dean - Research &
VP - RRIIC

Dr. J. Amutharaj
President - RRIIC

Dr. L. Rangiah
Advisor - RRIIC

Dr. C. Ramesh
Convener - RRIIC

Event Photos

