



ISO 9001:2015

NAAC 'A++' GRADE CYCLE 4

**KAKARAPARTI BHAVANARAYANA COLLEGE****(AUTONOMOUS)****(Sponsored by S.K.P.V.V. Hindu High Schools' Committee)  
Kothapeta, Vijayawada - 520 001.**

A Report on

**"LEAN START-UP AND MINIMUM VIABLE PRODUCT (MVP) /  
BUSINESS"***Organized by***Department of Commerce and Management***in association with***EDC Cell, KBN College (A), Vijayawada**Resource Person: **Prof. K. Rajashekhar,****CEO, HATCH LAB Research Centre,****SRM University, Amaravati, Andhra Pradesh****Date: 13th August 2025****1. Introduction**

On 13th August 2025, the Department of Commerce and Management, in collaboration with the Entrepreneurship Development Cell (EDC) of KBN College (A), Vijayawada, organized an insightful Expert Talk on **"Lean Start-Up and Minimum Viable Product (MVP)/Business"**. The session aimed to equip students and budding entrepreneurs with contemporary startup methodologies, emphasizing the importance of lean principles and MVP strategies in establishing successful businesses.

**2. About the Resource Person**

Prof. K. Rajashekhar is a distinguished CEO of HATCH LAB Research Centre at SRM University, Amaravati. With extensive experience in startup incubation, innovation management, and entrepreneurial mentorship, Prof. Rajashekhar is recognized for his contributions to fostering startup ecosystems and guiding entrepreneurs through lean methodologies.

**3. Objectives of the Workshop**

- To introduce the concept of Lean Start-Up methodology.
- To elucidate the importance and development of Minimum Viable Products (MVP).
- To encourage a customer-centric approach in startup development.
- To provide practical insights into reducing risks and optimizing resources for startups.

- To inspire students to innovate and adopt lean principles in their entrepreneurial ventures.

#### **4. Proceedings of the Event**

The program commenced with a welcome address by the Head of Department, followed by a brief introduction of the resource person and the significance of lean startup principles in today's entrepreneurial landscape.

#### **5. Keynote Speech by Prof. K. Rajashekhar**

Prof. Rajashekhar delivered an engaging keynote emphasizing:

- The lean startup methodology as a systematic approach to developing businesses rapidly and efficiently.
- The Build-Measure-Learn feedback loop as the core of lean startups.
- The importance of customer validation before scaling.
- How to develop an MVP to test hypotheses with minimal resources.

#### **6. Interactive Session and Case Studies**

The resource person shared real-world case studies illustrating successful lean startups, such as Dropbox and Airbnb, highlighting their MVP strategies and iterative development processes. Students engaged in group activities to brainstorm MVP ideas for various sectors, applying lean principles.

#### **7. Practical Demonstration**

Prof. Rajashekhar demonstrated the process of designing an MVP, emphasizing the importance of identifying core features, rapid prototyping, and gathering user feedback.

#### **8. Key Highlights and Learning Points**

- Lean Startup Framework: Emphasizes agility, experimentation, and validated learning.
- Minimum Viable Product (MVP): A simplified version of a product to test assumptions with real users.
- Customer-Centric Approach: Continuous engagement with customers to refine product offerings.
- Pivot or Persevere: Making data-driven decisions to modify or continue the business model.
- Resource Optimization: Focused spending on core features to reduce waste.

#### **9. Outcomes and Feedback**

- Participants gained a clearer understanding of lean startup methodologies.
- Several students expressed interest in developing MVPs for their startup ideas.

- The workshop fostered entrepreneurial mindset and innovation thinking.

## 10. Conclusion

The workshop successfully highlighted the importance of lean principles and MVP development in modern entrepreneurship. Prof. Rajashekhar's expert insights and interactive approach motivated students to adopt a pragmatic and customer-focused approach in their ventures.

## PHOTOS OF THE EVENT



**Dr. K. Rajashekhar presenting his insights on the topic**



**Active participation of Students in the program**



**Dr.K.Rajashekhar presenting the importance of Start-Up Ecosystem**

**Resource Person's felicitation by Secretary & Correspondent Dr.T.Srinivasu garu**



**THANK YOU**