



INSTITUTION'S INNOVATION COUNCIL (IIC)

A Report on “Lean Start-up & Minimum Viable Product / Business-Boot Camp / Mentoring Session”

by Mr. Lingala Naresh
Founder: Tarunam, the Ecopreneur & Creamy Millet

23-08-2024

Institution's Innovation Council (IIC) of Nalla Narasimha Reddy Group of Institutions organized a session on “Lean Start-up & Minimum Viable Product/Business-Boot Camp (or) Mentoring Session” by Mr. Lingala Naresh, Founder: Tarunam, the Ecopreneur & Creamy Millet on 23-08-2024. Around 162 Computer Science Engineering, Electrical & Communication Engineering students and 10 Faculty members of NNRG attended the program.

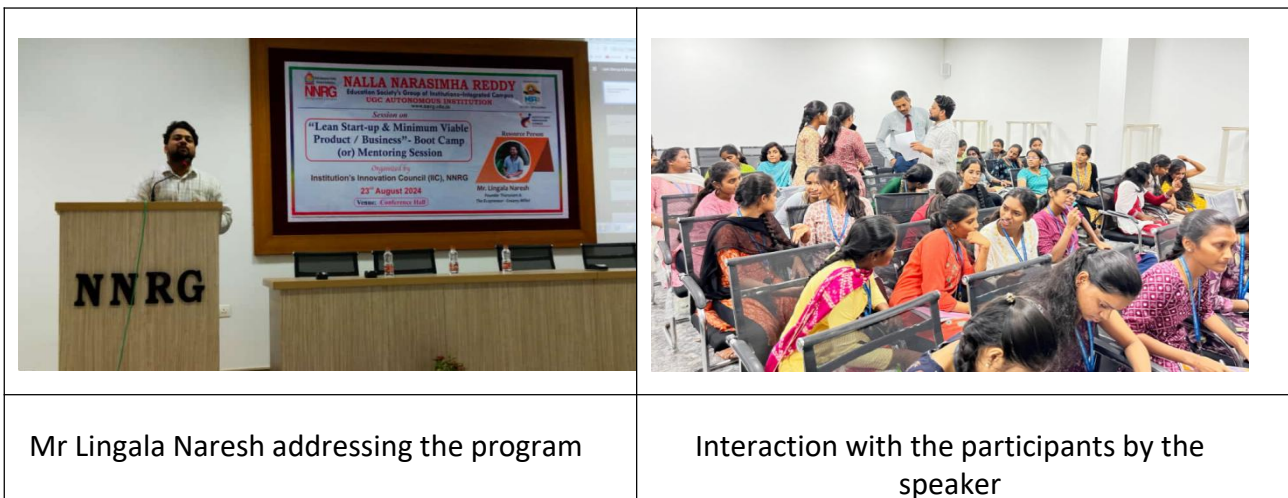
The banner features the NNRG logo on the left and accreditation logos (NAAC, NBA, IIC) on the right. The central text reads: "Session on 'Lean Start-up & Minimum Viable Product / Business' - Boot Camp (or) Mentoring Session". Below this, it states "Organized by Institution's Innovation Council (IIC), NNRG" and "23rd August 2024". The venue is listed as "Conference Hall". On the right side, there is a circular portrait of Mr. Lingala Naresh, identified as the "Resource Person", with his title "Founder Tharunam & The Ecopreneur - Creamy Millet".

The NNRG students and faculty members are assembled in Ground Floor Conference Hall by 11.00 AM. After a short introduction of the speaker by Ms G Srija III year ECE, Mr Lingala Naresh started addressing the above said about the topic that has become central to the success of countless start-ups around the world: the Lean Start-up methodology and the creation of a Minimum Viable Product, or MVP. These concepts, along with the importance of business boot camps and mentoring sessions, are transforming the way we approach entrepreneurship, enabling more people to turn their ideas into successful businesses.

Mr Naresh enlightened ... What is Minimum viable Product, Why do we need Minimum Viable Product ? How Minimum Viable Product is Developed ? Minimum Viable Product Development stages such as Pre- seed; Seed and Series, A,B,C,D; Building startup vs scaleup.



He mentioned that the Lean Start-up methodology, popularized by Eric Ries, focuses on efficiency and speed in building businesses. It stresses the importance of experimenting, gathering customer feedback, and learning quickly from mistakes. He organized the students into 15 teams, challenging them to come up with new ideas to address real-time problems. After an hour, each team had prepared notes on various industrial and general issues. Mr. Naresh then spoke to the teams, explaining that the process is straightforward: you begin by creating a basic version of your product, measure how customers respond, and learn from their feedback. This cycle is repeated, continuously improving the product with each iteration.



It's about getting to market quickly and making adjustments based on real-world data, rather than guessing what customers might want. An MVP is the most basic version of your product that you can create and still offer value to your customers. It's not about creating a perfect product; it's about getting something out there that people can use, and then learning from their feedback to improve it. The MVP allows you to test your ideas in the market without

spending too much time or money upfront. It's a powerful way to validate your business idea with real customers and reduce the risks of failure.



A token of appreciation to the speaker Mr Lingala Naresh



Group photo of CSE IV& III ECE year students with Mr Lingala Naresh

The session was ended with a group photo at 01.00 PM.

Dr G SUBBARAO
Event Co-ordinator

Dr G JANARDHANA RAJU
IIC-CONVENER & DEAN-SoE