



MASTER CLASS

LEAN START-UP & MINIMUM VIABLE PRODUCT / BUSINESS

SPEAKER :

Dr. Ravi Jeswani

ALUMNI - IIMA, MMS, ME, BE

 **Tuesday
6th August 2024**

 **Start
9:30 AM onwards**

 **Venue
4th Floor, Seminar Hall,
Raheja Education Complex**



For Shella Raheja School of Business
Management & Research

Director

**SRBS**

Bombay Suburban Art & Craft Education Society's

SHEILA RAHEJA SCHOOL OF BUSINESS MANAGEMENT AND RESEARCH

Raheja Education Complex, Kher Nagar, Opp. Chhatrapati Shivaji Maharaj Ground, Bandra (E), Mumbai – 400 051

(Approved by AICTE, DTE, Affiliated to University of Mumbai, ISO 9001:2015 Certified and NAAC Accredited)

MasterClass Session on Lean Start Up & Minimum Viable Product/ Business

Date: 16th August 2024

Brief Description:

- Date of the event - 6th August 2024
- Time - 11 a.m.
- Number of Students that participated - 133 students
- Number of Faculty Members that participated - 15
- Mode of Conduct - Offline

The Institution Innovation Council of Sheila Raheja School of Business Management and Research organized a MasterClass Session on Lean Startup & Minimum Viable Product/ Business.

The speaker of the session was Mr. Ravi Jeswani, Alumni of IIM Ahmedabad. He briefed the students on lean startup and minimum viable products. He explained that Lean Startup is a methodology designed for developing businesses and products quickly and efficiently. He also emphasised that Minimum Viable Product is a key concept within the Lean Startup framework

He gave examples of WhatsApp, DropBox and other companies while explaining to them the concept of Lean Startups.

Objectives

- To help students grasp how the Lean Startup methodology aligns with modern strategic management practices.
- To familiarize students on how to make data-driven decisions and manage resources efficiently using lean principles.
- To encourage students to think innovatively and consider how lean principles can be applied to new business ventures or initiatives.

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Learning Outcomes

- Students gained insights on how to manage projects using lean principles, including prioritizing tasks, managing resources efficiently, and focusing on delivering customer value.
- Students learnt how to apply lean startup concepts and Minimum Viable Product strategies to real-world scenarios, whether in new ventures or existing business contexts
- Students gained insights into integrating agile methodologies with lean practices for more effective project management.
- Students were encouraged to think creatively and embrace a mindset of continuous improvement and innovation.



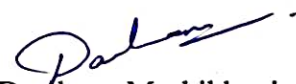
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[Signature]
Director



Mr. Amit Bansod
Convener, IIC SRBS



Mrs. Darshana Murkibhavi
President, IIC SRBS



Dr. Harish Kumar S. Purohit
Director, SRBS

