

Report of

Session On: LEAN START UP & MINIMUM VIABLE PRODUCT/ BUSINESS MENTORING SESSION

Resource Person : Dr. Muralidhar Reddy
Date : 22nd July 2022
Time : 03.30 PM
Location : ATME College of Engineering, Mysuru.
Mode : Offline

Institutions Innovation Council – ATMECE has organised a session on “Lean Start Up & Minimum Viable Product/ Business Mentoring Session” for the students of the institution and faculties on 22nd July 2022. Dr. Muralidhar Reddy, Associate Professor, Cambridge Institute of Technology was invited as the keynote speaker.

The session had covered different concepts and realities of LEAN start-up, MVP and Business Mentoring. Lean start-up is a methodology for developing businesses and products that aims to shorten product development cycles and rapidly discover if a proposed business model is viable.

Also Dr. Muralidhar Reddy explained that A minimum viable product, or MVP, is a product with enough features to attract early-adopter customers and validate a product idea early in the product development cycle.

The resource person concluded the event with educating on Business mentoring refers to a relationship between an experienced businessperson (the mentor) and a business owner or employee (the mentee). It can be used at all stages in the business life cycle and offers benefits to both mentors and mentees.

The Session witnessed the active participation of around 40 students. The workshop was concluded with a Q&A session

Link for the social media publicity:

Facebook: <https://www.facebook.com/atmeceofficial>

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**INSTITUTION'S
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COUNCIL**
(Ministry of HRD Initiative)



Institution's Innovation Council (IIC) – ATMECE



Session on

**Lean Start Up & Minimum
Viable Product / Business
Mentoring Session**



Resource Person

Dr. Y Muralidhar Reddy

Associate Professor, Cambridge Institute of Technology,
Co-Founder – CLAP ISB, ZATA Solutions, Bangalore

Date: 22 July 2022

Time: 3.30 pm

Chief Patrons

Sri. L Arun Kumar
Chairman, ATMECE, Mysuru

Sri. K Shivashankar
Secretary, ATMECE

Sri. R Veeresh
Treasurer, ATMECE

Dr. Basavaraj L
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Assistant Professor, Dept. of CV
ATMECE

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Mr. Hemanth B R
Assistant Professor, Dept. of ME
ATMECE

IIC President

Dr. Yathisha L
Dean Student affairs
ATMECE

ATME COLLEGE OF ENGINEERING

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FEEDBACK OF THE PARTICIPANTS ON THE SESSION ON LEAN START UP & MINIMUM VIABLE PRODUCT/ BUSINESS MENTORING SESSION

Participant Name	USN	GENDER	Department	Phone Number	E Mail ID	The session was valuable and added to my understanding of knowledge about the topic	The content of the session met the expectations	Rate the speaker presentation skill	How likely are you to recommend this session to a friend?	How would you rate overall session experience?	Any suggestions?
Vishwas m s	4AD20EC076	Male	ECE	7625097850	msvishwas968@gmail.com	4	4	4	4	4	It was good
VivekKumar s	4AD20EC077	Male	ECE	9148075587	sappu367@gmail.com	5	5	5	5	5	No
VYSHAK GOWDA M R	4AD20EC413	Male	ECE	8970264586	vyshakgowdamr2416@gmail.com	4	3	5	4	5	No suggestions.
PRAJWAL G	4AD20ME010	Male	ME	9008275198	prajwalgpraja@gmail.com	3	3	3	3	3	No comments
PURUSHOTHAM S	4AD20EC055	Male	ECE	7204813364	purshimathu@gmail.com	4	4	5	4	4	The session was good
RAGHU L	4AD21ME413	Male	ME	7337766033	umeshnayaka1990@gmail.com	4	4	4	4	4	Nothing
Sanjana Manohar N	4AD20EC061	Female	ECE	8867225898	sanjanamanohar023@gmail.com	5	4	5	4	4	No suggestions
SHARATH M GOWDA	4AD21ME415	Male	ME	7975774695	sharath900gowda@gmail.com	5	5	5	5	5	Was a good session
SHAYAN PASHA	4AD20ME013	Male	ME	9980371079	atmestudent2020@gmail.com	4	4	4	4	5	Good section
Sinchana.P	4AD20EC065	Female	ECE	9008196331	sinchanapgowda307@gmail.com	5	5	5	5	5	No.. It was good
SUDEEP C R	4AD21ME417	Male	ME	9739071518	sudeerav55@gmail.com	3	4	4	4	5	Good
Supreeth R	4AD20EC069	Male	ECE	7892016292	supreethrm02@gmail.com	4	3	3	3	4	No
Syed Sufiyan Ahmed	4AD20EC071	Male	ECE	6361962509	syedsufanahmed52@gmail.com	5	5	5	5	5	Could be done in more numbers
Syed Sufiyan Ahmed	4AD20EC071	Male	ECE	6361962509	syedsufianahmed52@gmail.com	3	3	3	4	3	Nothing
Tejas A	4AD20EC072	Male	ECE	8431248006	tejastejasgowda2002@gmail.com	5	5	5	5	5	No nothing
Tejash kumar N	4AD20EC412	Male	ECE	9108861054	tejtejesh2000@gmail.com	3	3	3	3	3	Could be better
Thanush kumar B N	4AD20EC073	Male	ECE	7022324259	thanush7kumar@gmail.com	4	3	4	3	3	Good session
Uzma Taj	4AD20EC074	Female	ECE	6363473949	uzmataj262@gmail.com	5	5	5	5	5	Very nice
JEEVAN P	4AD20ME006	Male	ME	9632667297	jeevanp074@gmail.com	5	3	5	3	4	Nothing
KARTHIK M	4AD20ME007	Male	ME	9742145645	karthikmarikkam13@gmail.com	3	3	4	3	4	the lecture was good
Karthik M	4AD20EC023	Male	ECE	9535193827	karthivmitra@gmail.com	4	4	4	4	4	It was useful to all the students

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KARTHIK P U	4AD20EC024	MALE	ECE	7204310701	kpu7204@gmail.com	3	4	4	4	4	No
Kavana.K	4AD20EC025	Female	ECE	8792733472	kavana1072002@gmail.com	4	4	4	4	4	No suggestion
Kavya	4AD20EC026	Female	ECE	9353659593	kavyashivaling123@gmail.com	3	3	4	3	4	No
Kavya KR	4AD20EC409	Female	ECE	900867501	kavyakr976@gmail.com	4	4	3	3	4	It was good
Keerthana.N	4AD20EC028	Female	ECE	7760721851	keerthana77607@gmail.com	4	4	4	4	4	Nice
Khushi M	4AD20EC029	Female	ECE	8867225536	mkhushin83@gmail.com	4	3	5	3	4	No
KIRAN KUMAR K	4AD20EC030	MALE	ECE	8296921461	kirankk1616@gmail.com	4	4	5	4	4	Nothing
KIRAN M B	4AD21ME405	Male	ME	7337763266	kiran99mb@gmail.com	5	4	4	4	4	No
Kunal U	4AD20EC031	Male	ECE	8710085758	kunalu495@gmail.com	5	5	5	5	5	No
Chandan kumar k	4AD20EC404	Male	ECE	9980868994	chandu2001happy@gmail.com	3	3	3	3	3	Nice
Chandan MM	4AD20EC405	Male	ECE	8549842789	chandanmm2017@gmail.com	3	3	4	4	4	Nothing
Chandana y s	4AD20EC012	Female	ECE	9620643890	chandana.18b106@gmail.com	3	3	4	4	3	Yes good
Chandhu	4AD20EC013	Male	ECE	9036379410	chandur1603@gmail.com	4	4	4	4	4	No suggestions
Aishwarya.L	4AD20EC002	Female	ECE	6362339904	aishwaryaishu904@gmail.com	1	1	1	1	1	Nice
Akash R	4AD20EC400	Male	ECE	8867396177	akashr7411@gmail.com	5	5	5	5	5	No
Akshitha.S	4AD20EC401	female	ECE	9886956581	akshumuddu27@gmail.com	4	4	4	5	4	It is very interesting
Amruth Kumar m r	4AD20EC402	Male	ECE	6362008749	amruthkumar081@gmail.com	3	3	5	4	4	Nothing
Amrutha J S	4AD20EC004	Female	ECE	9980839336	amruthajs05@gmail.com	1	1	1	1	1	Good