



MALLA REDDY COLLEGE OF ENGINEERING

(Sponsored by Chandramma Educational Society)

Approved by AICTE - New Delhi, Affiliated to JNTUH - Hyderabad,

Recognition of College under Section 2(f) & 12(B) of the UGC Act 1956, ISO 9001:2015 Certified Institution

Date:30.07.2025

To
The Principal,
MRCE,
HYDERABAD.

Subject: Request for Permission to Conduct **Lean Startups & Minimum Viable Product (MVP)/Business Mentoring/Boot-camp Session** in Association with EDC & IIC- Regards.

Respected Sir,

I would like to request permission to organize "**Lean Startups & Minimum Viable Product (MVP)/Business Mentoring Session**" in Association with EDC & IIC -on proposal date is 2nd August 2025 at MRCE seminar hall. The **Entrepreneurship Development Cell (EDC)** and the **Institution's Innovation Council (IIC)** of MRCE are jointly organizing a **Mentoring / Boot-camp session** to help founders and early-stage entrepreneurs students understand and apply "Lean Startup principles and develop a Minimum Viable Product (MVP)" to test and validate their business idea with real users.

Topic: Lean Startups & Minimum Viable Product (MVP)/Business Mentoring Session

Date: 02nd August 2025

Time: 10:30 AM to 12:30 p.m

Venue: MRCE- Seminar Hall / Auditorium

Resource Persons: Mr. Rahul Vinod Upputuri

IIT Guwahati

Founder of Opstronomy

CTO - Apollo HealthAxis, Apollo Hospitals Group

All interested students and faculty members are requested to attend and make this event a grand success.

Thank you for your consideration.



MALLA REDDY COLLEGE OF ENGINEERING

(Approved by AICTE-New Delhi, Affiliated to JNTUH)
Recognised under Section 2(f) & 12(B) of the UGC Act 1956,
An ISO 9001:2015 Certified Institution.

Maisammaguda, Dhulapally, post via Kompally, Secunderabad- 500100.

Date: 31.07.2025

Circular

To

The principal,

MRCE

**Subject: Lean Startups & Minimum Viable Product (MVP)/Business Mentoring
Session in Association with EDC & IIC**


All Students are hereby informed that a **Mentoring Session** titled "**Lean Startups & Minimum Viable Product (MVP)/Business**" is being organized in association with the **Entrepreneurship Development Cell (EDC)** and the **Institution's Innovation Council (IIC)**.

Objective:

The seminar aims to provide students with insights and guidance on how to gain clarity before choosing their career paths, helping them make informed decisions aligned with their interests and strengths.

Who Can Attend:

Interested students are encouraged to participate and benefit from this valuable session.

 **Date:** August 02, 2025

Time: 02:00 AM - 04:00 PM

Venue & Collaborated: Malla Reddy College of Engineering (MRCE) Seminar Hall -
Entrepreneurship Development Cell (EDC),


Mentor: Mr. Rahul Vinod Upputuri

IIT Guwahati


Founder of Opstronomy

CTO - Apollo HealthAxis, Apollo Hospitals Group

Copy to
All HODs
All Deans


Principal
MALLA REDDY COLLEGE OF ENGG.
Maisammaguda, Dhulapally Post,
Kompally, Secunderabad-500 100, T.S




Yours obediently,
Dr. Sateesh Nagavarapu
Dean EDC-MRCE



MALLA REDDY COLLEGE OF ENGINEERING

(Sponsored by Chandramma Educational Society)

Approved by AICTE –New Delhi, Affiliated to JNTUH –Hyderabad,
Recognition of College under Section 2(f) & 12(B) of the UGC Act 1956,
ISO 9001:2015 Certified Institution.

Report: Lean Startups & Minimum Viable Product (MVP)/Business Mentoring Session

Date: August 02, 2025

Time: 02:00 AM - 04:00 PM

Venue & Collaborated: Malla Reddy College of Engineering (MRCE) Seminar Hall -
Entrepreneurship Development Cell (**EDC**),

Mentor: Mr. Rahul Vinod Upputuri

IIT Guwahati

Founder of Opstronomy

CTO - Apollo HealthAxis, Apollo Hospitals Group

Attendees: 3rd and 4th years -187 students.

Prepared By: Dr. Sateesh Nagavarapu, Dean EDC.



MALLA REDDY COLLEGE OF ENGINEERING

(Sponsored by Chandramma Educational Society)

Approved by AICTE –New Delhi, Affiliated to JNTUH –Hyderabad,
Recognition of College under Section 2(f) & 12(B) of the UGC Act 1956,

ISO 9001:2015 Certified Institution.

Honouring Dignitaries

The distinguished guests were invited to the dais and honoured for their contributions to entrepreneurship and business development:

- ☐ **Dr. M. Ashok** – Principal, MRCE
- ☐ **Mr. Rahul Vinod Upputuri**- Founder of Opstronomy (Chief Guest & Speaker)
- ☐ **Dr. Sateesh Nagavarapu** – Associate Professor, Dean of EDC, MRCE
- ☐ **Deans and HODs of Various Departments**

Program Addressed:

The session began with **Dr. Sateesh Nagavarapu**, Dean of EDC, MRCE, I want to briefly highlight the importance of “Lean Startups & MVP/Business- Mentoring Session” to help founders and early-stage entrepreneurs students understand and apply “Lean Startup principles and develop a Minimum Viable Product (MVP)” to test and validate their business idea with real users.

The core of the session would focus on three key principles:

1. **Build-Measure-Learn Feedback Loop**
2. **Validated Learning**
3. **Minimum Viable Product (MVP)**

Outcome:

By the end of the mentor session, students will have a clear MVP roadmap and a lean approach to iterating and scaling their startup idea.

Next the session handover to **Dr. M. Ashok**, Principal, MRCE,

1. Start with the Problem and MVP

- Describe the Origin Story:
In 2007, Brian Chesky and Joe Gebbia, struggling to pay rent, noticed all hotels in San Francisco were booked for a design conference. They offered air mattresses in their apartment plus breakfast—a simple, immediate solution to local accommodation scarcity.
- Highlight the MVP Approach:

This led to the creation of a basic website (“AirBed & Breakfast”), acting as their Minimum Viable Product (MVP). The MVP just needed to be functional enough to test if strangers would pay to stay in someone’s home.

2. Explain Validated Learning and Iterative Development

- Testing Assumptions:

The founders didn’t seek perfection before launching. Instead, they quickly put their MVP in the market, gathered user feedback, and observed real-world usage.

- Feedback Loops and Improvements:

When growth slowed, they visited hosts, took professional photos to boost trust, and added a guest review system—direct responses to early customer concerns.

3. Scaling and Adaptation

- Pivoting and Scaling:

Airbnb’s journey wasn’t linear. They adapted their business model several times by listening to customers and analyzing data (for instance, shifting focus from air mattresses to full apartments, improving trust and safety features like verified profiles and secure payment channels).

- Lean Startup in Action:

Instead of investing heavily before product-market fit, Airbnb joined Y Combinator, refined its platform, and scaled cautiously, only spending more when metrics showed genuine demand.

4. Conclude With Impact

- Industry Disruption:

Airbnb’s lean, iterative, and customer-centric approach allowed it to disrupt the hotel industry, grow rapidly, and redefine travel globally.

- Key Takeaway:

Lean Startup and MVP-focused bootcamps or mentoring sessions provide foundational skills for early-stage entrepreneurs. By emphasizing experimentation, validated learning, and rapid customer feedback, these programs help reduce failure rates, minimize waste, foster innovation, and enhance the odds of startup success.

Session is handover to **Mr. Rahul Vinod Upputuri**

1. Session Overview

This session focused on the core principles of the Lean Startup methodology, with a particular emphasis on the concept of the Minimum Viable Product (MVP). The goal was to equip participants with a practical framework for developing and launching new products or services in a capital-efficient and customer-centric manner.

2. Key Concepts Covered

The following topics were discussed in detail, with a blend of theoretical explanations, real-world examples, and interactive exercises:

- **The Lean Startup Methodology:**

- **Core Idea:** The Lean Startup is not just about being cheap; it's about minimizing wasted time and resources by systematically building, measuring, and learning.
- **The Build-Measure-Learn Feedback Loop:** This iterative process is the heart of the methodology.
 - **Build:** Create an MVP with a minimal set of features to test a core hypothesis.
 - **Measure:** Collect data and metrics on how users interact with the MVP.
 - **Learn:** Analyze the data to determine if the initial hypothesis was correct. This learning informs the next step: "Pivot" (change direction) or "Persevere" (continue on the current path).
- **Validated Learning:** The goal is not just to build a product, but to gain validated learning about what customers want. This is a scientific approach to product development.

- **The Minimum Viable Product (MVP):**

- **Definition:** An MVP is the version of a new product that allows a team to collect the maximum amount of validated learning about customers with the least amount of effort.
- **Common Misconceptions:** It was emphasized that an MVP is not a half-baked, poorly-designed product. It should be a small, functional product that solves a core problem for a specific group of early adopters. The "viable" part is critical – it must be something a customer is willing to use or pay for.
- **The "Concierge" and "Wizard of Oz" MVPs:** We explored different types of MVPs to illustrate the concept.
 - **Concierge MVP:** The service is delivered manually by a human, mimicking the functionality of a future product (e.g., Zappos initially buying shoes on behalf of customers).
 - **Wizard of Oz MVP:** The user believes they are interacting with a fully functional system, but a human is manually operating the back-end (e.g., Groupon's first iteration was a simple WordPress blog with PDFs).

3. Interactive Exercises & Discussion

- **Hypothesis Generation:** Participants were asked to brainstorm a business idea and formulate a clear, testable hypothesis about their target customer and the problem they are solving.
 - *Example Hypothesis:* "We believe that [target customer] will use [product/service] to [solve a problem], and that they will be willing to [take a specific action, e.g., pay \$X, sign up for a newsletter]."
- **MVP Brainstorming:** In small groups, participants designed a potential MVP for their chosen business idea. They had to identify the absolute minimum features needed to validate their core hypothesis.
- **Case Study Analysis:** The group reviewed the early stories of companies like Dropbox, Airbnb, and Facebook, discussing how their initial launches were essentially MVPs designed to test a critical assumption.

4. Action Items & Next Steps

- **Formulate a Core Hypothesis:** All participants are encouraged to finalize a clear, single hypothesis for their business idea.
- **Design an MVP:** Sketch or outline the features of an MVP that can test this hypothesis with minimal resources.
- **Identify Success Metrics:** Determine what data points (e.g., number of sign-ups, customer usage, a specific feedback score) will be used to measure the success or failure of the MVP test.
- **Mentor Follow-up:** Participants are invited to a follow-up session to share their MVP designs and discuss their plans for the "Measure" phase of the loop.

5. Mentor's Feedback & Final Thoughts

The participants showed a strong understanding of the core concepts and were highly engaged in the interactive exercises. A common theme was the struggle to "de-scope" their ideas and focus on a truly minimal product. This is a natural challenge and was a key learning point of the session. The emphasis should be on learning and iteration, not on building a perfect product from day one. The true value of the Lean Startup and MVP approach is in its ability to de-risk the entrepreneurial journey by replacing guesswork with data-driven decisions.

GLIMPSES








Action Taken – Lean Startups & MVP / Business Mentoring Session

Feedback – Lean Startups & MVP / Business Mentoring Session

- ◆ Students appreciated the practical approach to Lean Startup concepts.
- ◆ Real-time examples and MVP case studies were found very useful.
- ◆ One-to-one mentoring boosted student clarity and confidence.
- ◆ Interactive discussions helped students understand validation techniques.
- ◆ Participants requested more hands-on sessions and follow-up workshops.

Outcomes – Lean Startups & MVP / Business Mentoring Session

- Improved understanding of Lean Startup principles among students.
- Students learned how to convert ideas into basic MVPs.
- Identified several promising ideas for further mentoring under EDC/IIC.
- Increased participation and interest in entrepreneurship activities.
- Follow-up mentoring sessions planned for shortlisted teams.


PRINCIPAL
MALLA REDDY COLLEGE OF ENGG.
Meisammaguda, Dhulapally Post,
Kompally, Secunderabad-500 100, T.S