



Date/Day: 20th July 2024 (Saturday)

Title: Lean Start-Up and Minimum Viable Product/Business

Venue: H.K College of Pharmacy auditorium

Objective: To orient students and faculty towards innovation and entrepreneurship.

Program Outcome: PO2, PO3, PO5

Details of the Resource Person/Event: Mrs. Manisha Kharkar

Personal Care Product Development Professional with 19 years of experience in helping FMCG organizations launch innovative consumer products & build innovation funnels leading to stellar brand growth through skills in Product Development, Technology platform Development, Innovation Management & Team Management.

Participants Details:

Total no. of college students: 269

Total no of Faculty: 15

Summary of the Lecture/Activity:

Mrs. Manisha Kharkar gave an insight into various product development methodologies; Lean, Agile and Waterfall. She then discussed lean product development which emphasizes continuous product development during manufacturing itself. A Lean start -up based on this methodology is a process of continuous product improvement and eliminates waste based on persistent customer feedback. The principles of the Lean start -up i.e customer obsession, iterative development and validated learning were explained.

A minimum viable product (MVP), the result of the lean method was described by her. She elucidated the steps to build a minimum viable product as follows.

- 1) Define the PROBLEM you are trying to solve
- 2) Define your TARGET market
- 3) Determine the minimum feature set of the product
- 4) Design and prototype the MVP
- 5) Build and test the MVP
- 6) Launch your MVP
- 7) Analyze and Iterate

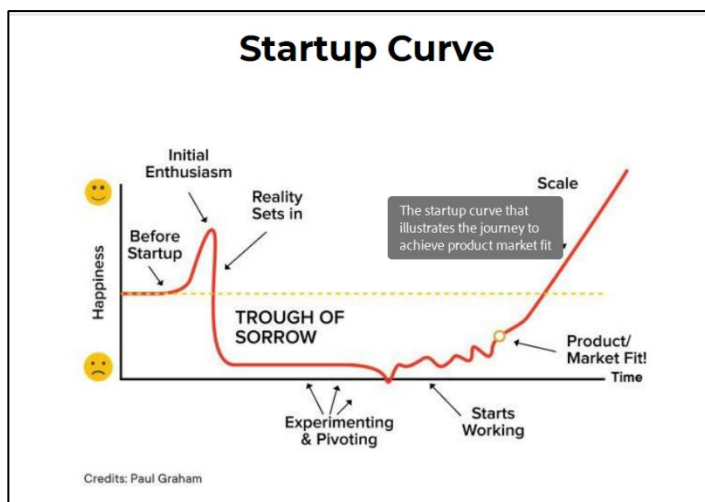
She defined “product-market fit”, a result of continuously iterating or improving the product up to the point that consumers are totally, completely in love with it.

She stressed with a diagram of a start-up success curve, that entrepreneurs must not give up when faced with hardship and that they must believe and relentlessly improve on their innovative product to achieve success.

She then gave examples of MVPs who are very successful such as “Dropbox”, “Glossier”, “PharmEasy”. “Amazon”, “Zappos”, “Facebook”. She also suggested that the audience must read the “Innovators Dilemma” by Steve Jobs which is a motivating book for innovators and entrepreneurs.

She thus planted the seed of innovation and entrepreneurship in her audience.

Brochure/Photo Gallery:



Maharashtra Educational Society's
H.K. College of Pharmacy,
 Oshiwara, Jogeshwari (W), Mumbai-102
 NAAC Accredited Grade 'A'

& Research & Innovation Cell

Organizes an Innovative & Entrepreneurial session related to the topic

Lean Start-Up and Minimum Viable Product/Business

Speaker
Mrs. Manisha Kharkar

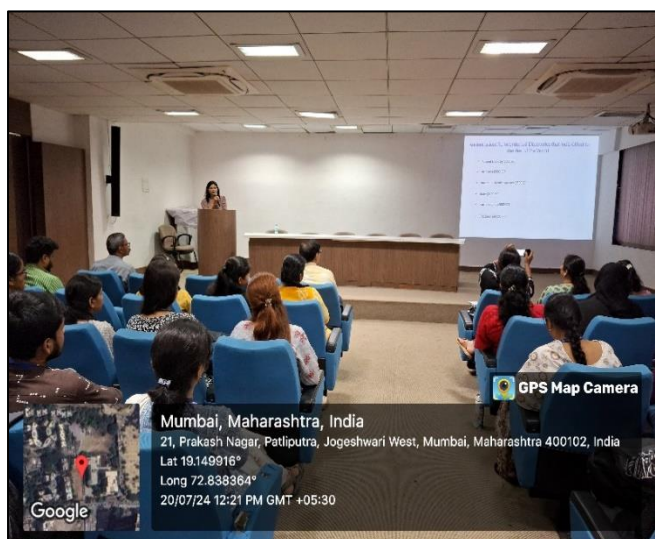
Date: 20th July 2024
 Time: 12pm-1pm
 Venue: H.K. College of Pharmacy Auditorium

Organized by

Prof. (Dr.) Tushar Lokhande
Principal

Dr. Archana Upadhya
Mrs. Samreen Khan
Mrs. Rachel Britto

Vision: To be recognized as the institution providing quality education in pharmacy to serve the healthcare sector.



Key Outcome of the Lecture/Activity:

The young minds were encouraged and fuelled to think about the commercialization and sustainability of their business ideas.

The students gained an insight from the seminar on the conversion of an innovative idea to an innovative product followed by its establishment to a successful sustainable business.

Link for social media:

Linked In	https://www.linkedin.com/posts/h-k-college-of-pharmacy-mumbai-303524222_on-20th-july-2024-hkcp-research-innovation-activity-7222838342743162880-HY60?utm_source=share&utm_medium=member_desktop
Facebook	https://www.facebook.com/photo/?fbid=931739635632346&set=pcb.931739772298999
Instagram	https://www.instagram.com/p/C96imyqogVE/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==



IQAC Coordinator

Dr. Anagha Raut



Principal

Dr. Tushar Lokhande

Dr. Archana Upadhya

(Research & Innovation Cell)

Mrs. Samreen Khan (IIC)

Mrs. Rachel Britto (IIC)

Event Co-ordinators



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