



INNOVATIVE COLLEGE OF PHARMACY

Affiliated To Dr. A.P.J. Abdul Kalam Technical University, Lucknow, U.P. & Approved By PCI

NOTICE

DATE:- 25-12-2019

This is inform all the students and faculty members that the one day seminar based on “**The Lean Startup Building a Business with Minimal Resources**” will be delivered by Dr. Anurag Khatkar, Assistant Professor, M.D.U., Rohtak.

Venue: seminar hall

Date: 30-12-2019 (Saturday)

Time: 12.00 pm – 2.00 pm



Principal

- Copy to :-
1. Academic Director
 2. Registrar
 3. Faculty Members
 4. Notice Board
 5. Notice File





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Report on Seminar

Topic: The Lean Startup Building a Business with Minimal Resources

Date: 30-12-2019

Venue: Seminar Hall

Speaker: Dr. Anurag Khatkar

Introduction

The Lean Startup methodology offers a revolutionary approach to building businesses with minimal resources by focusing on efficiency, validated learning, and rapid experimentation. It aims to shorten product development cycles and quickly discover if a proposed business model is viable. The purpose of this seminar is to introduce the principles of the Lean Startup methodology and demonstrate how entrepreneurs can build successful businesses with limited resources by leveraging these principles.

Objectives: To equip participants with the tools and strategies of the Lean Startup approach, enabling them to create, test, and iterate business ideas efficiently and cost-effectively.

Seminar highlight:

- Understanding the Lean Startup Methodology
- Developing a Minimum Viable Product (MVP)
- Validated Learning and Metrics
- Lean Marketing and Growth Strategies
- Challenges and Lessons Learned





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Conclusion

The Lean Startup methodology provides a framework for building businesses efficiently, especially when resources are limited. By focusing on MVPs, validated learning, and iterative improvement, startups can reduce risks and increase their chances of success. Entrepreneurs who adopt the Lean Startup approach are better equipped to navigate the uncertainties of the startup journey, make data-driven decisions, and build sustainable businesses.



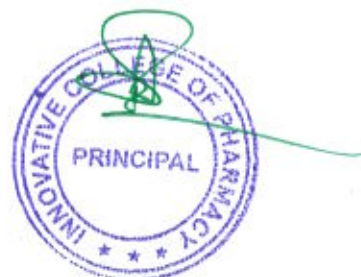


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Figure 2: Photograph of faculty members with students attending a seminar on The Lean Startup Building a Business with Minimal Resources





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Photographs



Figure1: Photographs of speaker presented valuable lecture on The Lean Startup Building a Business with Minimal Resources

