



HOPE Foundation's
Finolex Academy of Management and Technology
Department of Computer Science and Engineering (AI & ML),
Institution's Innovation Council (IIC),
Innovation and Entrepreneurship Development Centres (IEDC)

A Mentoring Session on

Lean Start-up and Minimum Viable Product/Business

In collaboration with IIC, and IEDC, the Department of Computer Science and Engineering (AI & ML) organized an online session on **'Lean Start-up and Minimum Viable Product/Business'** for all FAMT students on 8th Aug 2024 at 11.30 AM.

The event's objective was to equip students with foundational knowledge in entrepreneurship, focusing on lean start-up methodologies and the creation of minimum viable products (MVPs) to drive innovation in the competitive business world. The session saw active participation from 130 students, eager to explore the intricacies of starting and sustaining a business.

The resource person for the event, Mr. Sanjeev Mishra, CEO of STAENZ Academy, an institution renowned for its expertise in Digital Marketing, led the session. Mr Mishra shared valuable insights on entrepreneurship, including the key steps to initiate a start-up and the strategies necessary for conducting comprehensive market research before launching a business. He also introduced students to various market analysis tools, such as Helium 10, Google Trends, Alltop, and the Indian Trademark Registry Public Search (TMR Search). This session gave the students practical resources and knowledge, laying a solid foundation for their future entrepreneurial endeavours.

The coordinators of this session were Prof. Swapnali R. Teli, Assistant Professor and Coordinator of IEDC, Computer Science and Engineering (AI & ML) and Prof. Sprooha S. Athalye, Assistant Professor, Computer Science and Engineering (AI & ML). This lecture was successfully conducted under Prof. V. V. Nimbalkar, the Head, Computer Science and Engineering (AI & ML) Department and Dr. Sandeep D. Chawda, Dean R&D, Head of IIC, IEDC and MIC.



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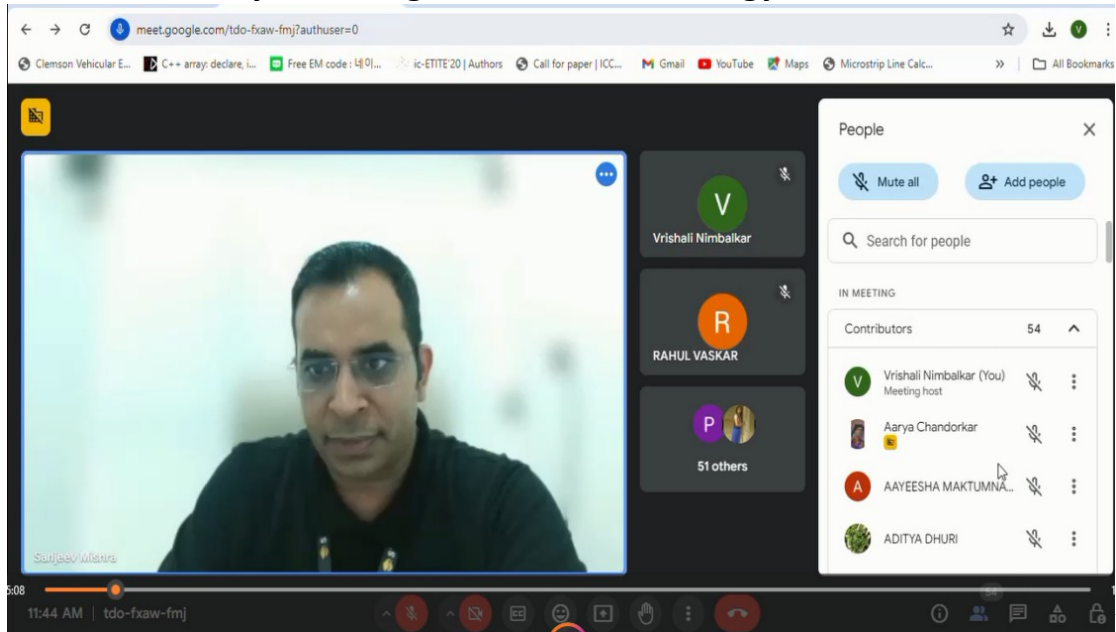
Photographs

**A Mentoring session on 'Lean start-up and Minimum Viable Product /
Business'**



Mr Sanjeev Mishra, CEO of STAENZ academy is sharing their insights with students

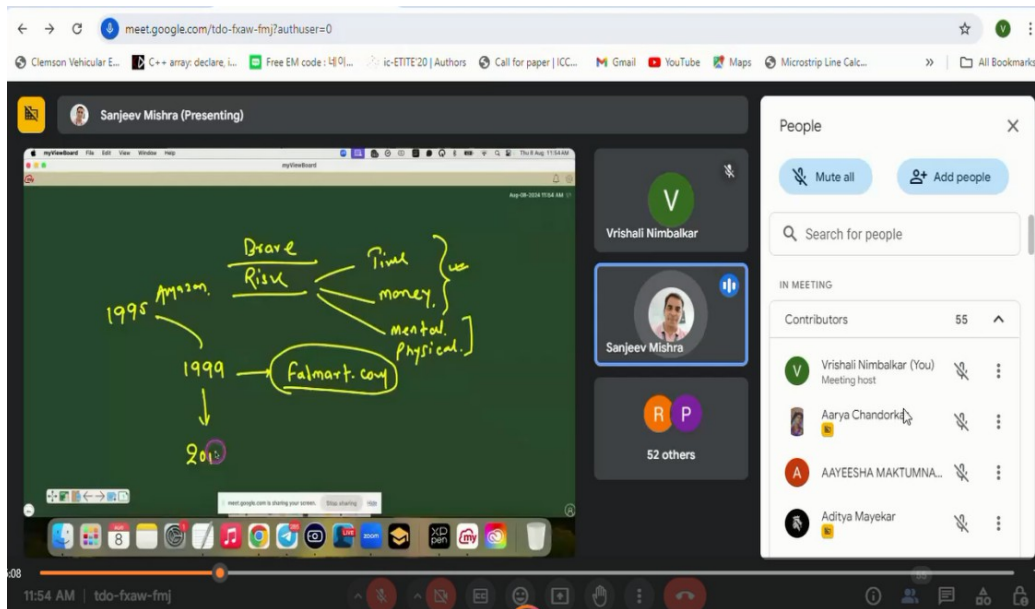
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Mr.S
anjeev Mishra, CEO at STAENZ academy is delivering a lecture to students

Photographs

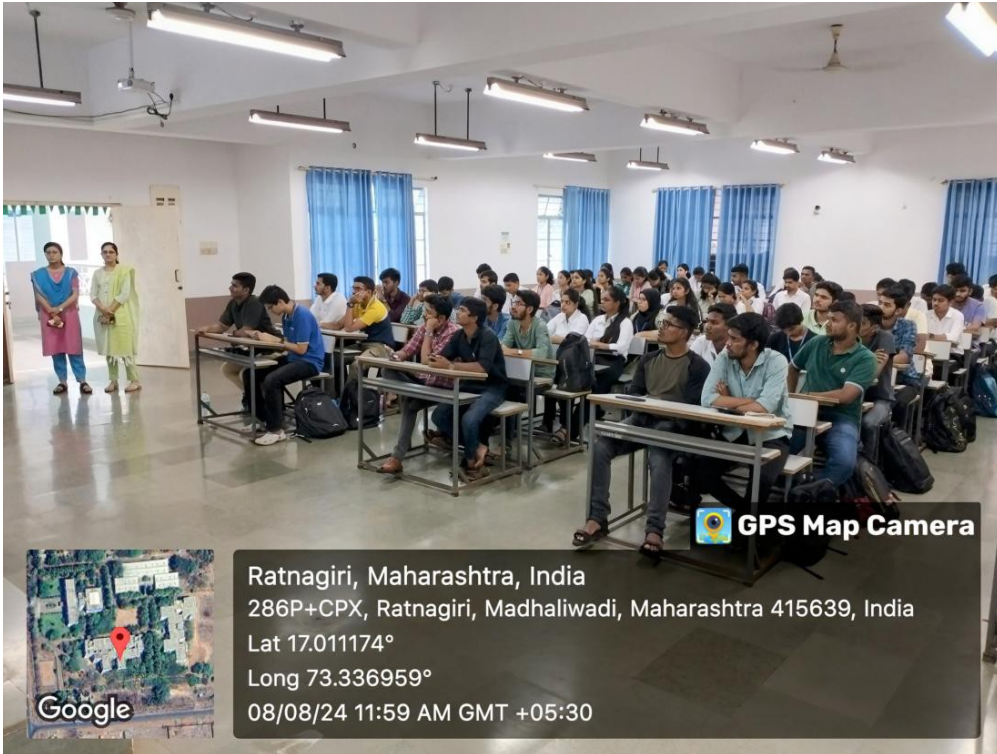
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Ratnagiri, Maharashtra, India
286P+CPX, Ratnagiri, Madhaliwadi, Maharashtra 415639, India
Lat 17.011174°
Long 73.336959°
08/08/24 11:59 AM GMT +05:30

Students listening to the session attentively

Poster for the event



HOPE Foundation's Finolex Academy of Management and Technology



Finolex Academy of Management and
Technology, Ratnagiri



In collaboration with IIC, Department of
Computer Science and Engineering (AI & ML)
is organizing a session on



LEAN START - UP AND MINIMUM VIABLE PRODUCT / BUSINESS

Speaker- Mr. Sanjeev Mishra
CEO at STAENZ Academy



Open for All
FAMT
Students

Don't miss it!

Important !

- 8th Aug 2024, 11.30 AM to 1.00 PM
- Mode of conduct- **Online mode**
- Join WhatsApp group using following QR code for further communication



Co-ordinators :
Prof. S.R.Teli, Prof. S.S. Athalye