

GTU INNOVATION COUNCIL

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MVP TO PRODUCT

Date: 29TH May, 2019
Time: 10:30 am to 5:00 pm

Venue: GTU Innovation Council Center, AVPTI campus, Rajkot

Speaker of the event: Mr. Bhavin Dabhi (Founder of UDLAB, Rajkot)

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GTU Innovation Council (GIC) at a glance

GTU Innovation Council (GIC) has been designed to establish close bonding between industries, entrepreneurs, faculty members and students to make research and development at the University, relevant to the needs of industries at national and international levels. It helps to create a culture of design, new and products augmentation and processes in the arena of industries. GTU Innovation Council as an innovation campaign has started strategic steps to establish a close and continuing inter-action for the students in all the undergraduate and postgraduate courses. GTU Innovation Council is one of the elite organizations of the nation for cultivating multilayer innovation ecosystem. Through the efforts for creating culture of innovation and entrepreneurship in 7 years, an aura of developing the ecosystem across the state was conceptualized. The pilot projects and efforts have ideated many policies which have helped to change and shape up innovation and entrepreneurial mind-set of students.

About The Event:

The session began with introduction concerning GTU Innovation Council and its efforts in building entrepreneurial ecosystem across Gujarat. On May 29, 2019 MVP To Product Event conducted by Mr. Bhavin Dabhi, Founder and Studio Head at Rajkot. There were 20 students for the event. Mr. Parth Sejpal initiated the session addressing all the students.

Highlights of the Event:

Today Interactive Session on Converting MVP to Product by Mr. Bhavin Dabhi, Head, Universal Designation Lab LLP , Rajkot was organized at GTU Innovation and Startup Centre, Rajkot Points discussed by him were Market Survey, Sustainable Business Model with Innovative Idea, What is industrial Design, Product Bell Curve, Total Care System,etc. A minimum viable product (MVP) is a development technique in which a new product or website is developed with sufficient features to satisfy early adopters. The final, complete set of features is only designed and developed after considering feedback from the product's initial users. A minimum viable product (MVP) is a product with just enough features to satisfy early customers, and to provide feedback for future product development. Next point was Releasing and assessing the impact of a minimum viable product is a

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market testing strategy that is used to screen product ideas soon after their generation. In software development, the release is facilitated by rapid application development tools and languages common to web application development. The MVP differs from the conventional market testing strategy of investing time and money early to implement a product before testing it in the market. The MVP is intended to ensure that the market *wants the product* before large time and monetary investments are made. The Business Model Canvas is used to map in the major components and activities for a company starting out. The minimum viable product can be designed by using selected components of the Business Model Canvas: Customers, Value proposition, Channels, Relationship. Then came on Industrial design, Industrial designers develop concepts and designs for manufactured products. They typically specialize in one product category, such as automobiles, furniture or housewares. They must be imaginative and persistent to communicate their ideas about new product design. Industrial design is a process of design applied to products that are to be manufactured through techniques of mass production.

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