



VIGNAN'S INSTITUTE OF MANAGEMENT AND TECHNOLOGY FOR WOMEN

(An Autonomous Institution)



[Sponsored by Lavu Educational Society, Affiliated to JNTUH & Approved by AICTE, New Delhi]
Kondapur (V), Ghatkesar (M), Medchal - Malkajgiri (D) - 501 301. Phone: 96529 10002



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Ministry of Education
Government of India



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of Education Initiative)

POST EVENT REPORT

Name of the Activity	Workshop on Product-Market fit; Prototype/Process Design and MVP Development.
Date and Time:	15-07-2026 & 11:00AM
Duration:	3 Hours
Mode of Activity:	Offline
Activity Category:	IIC Calendar / MIC Driven / Self Driven / Celebration
Organized by	Institution's Innovation Council (IIC), Entrepreneurship Development Cell (EDC) & Innovation and Incubation Cell, VMTW.
Theme:	The Institution's Innovation Council (IIC) of Vignan's Institute of Management and Technology for Women organized an insightful workshop on "Product-Market Fit; Prototype/Process Design and MVP Development." The workshop aimed to equip students with practical knowledge of transforming innovative ideas into market-ready products through systematic validation, prototype development, and Minimum Viable Product (MVP) creation. The session focused on bridging the gap between innovation and entrepreneurship by helping participants understand how successful startups validate customer needs before investing significant resources in product development.
Speaker Details:	Mr. Sayyad Shakil (Entrepreneur TEDx Speaker Innovator- Founder of Weez AI – Autonomous Marketing Workforce for SMBs)
Brief about the Speaker	Sayyad Shakil is an emerging entrepreneur and thought leader who is focused on empowering businesses and inspiring the next generation of innovators. His work centers around challenging traditional systems that often limit creativity and leadership among young individuals. Through entrepreneurship, public speaking, and leadership initiatives, he seeks to encourage people, especially students and aspiring founders, to think independently, build ambitious ideas, and pursue paths that create meaningful impact in society. His journey reflects a commitment to innovation, resilience, and the belief that young individuals can play a significant role in shaping the future of business and technology.

About the event	The Workshop on "Product-Market Fit; Prototype/Process Design and MVP Development" was organized to provide participants with a comprehensive understanding of the critical stages involved in transforming innovative ideas into successful products and sustainable business ventures. The program focused on equipping students, aspiring entrepreneurs, and innovators with practical knowledge of identifying market needs, validating business ideas, designing effective prototypes, and developing a Minimum Viable Product (MVP). The workshop introduced participants to the concept of Product-Market Fit, emphasizing the importance of understanding customer problems, conducting market validation, and creating solutions that effectively address user needs. Through interactive discussions and real-world case studies, participants explored techniques for customer discovery, value proposition design, and market analysis. The session also highlighted the significance of Prototype and Process Design, enabling participants to understand how ideas can be converted into functional models for testing and refinement. The resource person explained various prototyping methods, design thinking principles, and iterative product development processes that help minimize risks and improve product quality. A major focus of the workshop was on Minimum Viable Product (MVP) Development, where participants learned how to build a simplified version of a product with essential features to gather customer feedback and validate business assumptions before full-scale product development. The workshop emphasized the Lean Startup approach, encouraging continuous learning, experimentation, and improvement based on user feedback. The event fostered innovation, creativity, and entrepreneurial thinking by encouraging participants to collaborate, brainstorm solutions, and develop customer-centric products. It provided valuable insights into the startup ecosystem and empowered students with practical tools and methodologies required to convert innovative ideas into commercially viable products. The workshop served as an important platform for strengthening entrepreneurial competencies and promoting innovation-driven learning among the participants.
Objective	1. To understand the concept of Product-Market Fit. 2. To identify customer problems and validate market demand. 3. To learn different techniques for customer discovery. 4. To understand Prototype and Process Design methodologies. 5. To introduce the concept of Minimum Viable Product (MVP). 6. To familiarize students with Lean Startup principles 7. To encourage innovation-driven entrepreneurship. 8. To help students reduce product development risks through early validation.
Outcome	After completing the workshop, participants were able to: • Understand customer-centric product development. • Identify market opportunities through customer validation. • Develop product concepts aligned with market requirements. • Design low-cost prototypes for testing ideas. • Create Minimum Viable Products for early-stage validation. • Apply Lean Startup concepts in entrepreneurship projects.

- Improve business ideas using customer feedback.
- Reduce product development risks through iterative improvements.
- Build confidence in launching innovative products and startups.

Invitation



VIGNAN'S INSTITUTE OF MANAGEMENT AND TECHNOLOGY FOR WOMEN

SHAPING VIKSIT BHARAT'S BRIGHTEST MINDS
(An Autonomous Institution)



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UNDER INSTITUTION'S INNOVATION COUNCIL (IIC)



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(Ministry of Education Initiative)



Session on

WORKSHOP ON PRODUCT-MARKET FIT; PROTOTYPE/PROCESS DESIGN AND MVP DEVELOPMENT

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KEY NOTE SPEAKER

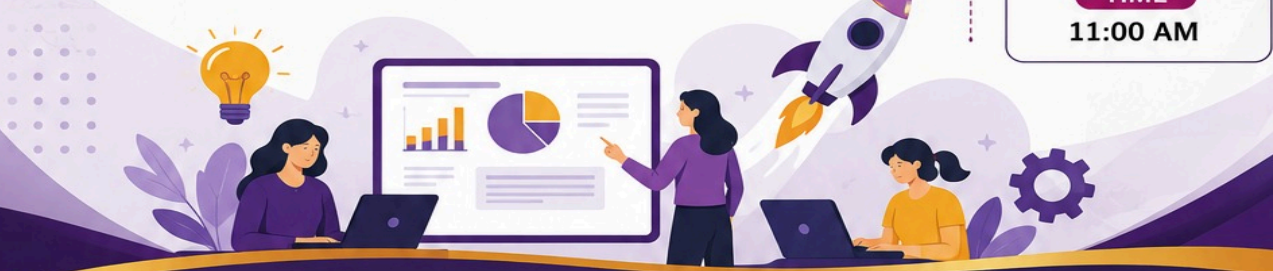
Mr. Sayyad Shakil

Entrepreneur | TEDx Speaker | Innovator
Founder of Weez AI
Autonomous Marketing
Workforce for SMBs


DATE
 15th July, 2026


VENUE
 Seminar hall,
Block -A


TIME
 11:00 AM





Ms. M. Malavika
Convenor, IIC



Dr. G. Apparao Naidu
President, IIC

Brief Description of the Event:

The **Workshop on "Product-Market Fit; Prototype/Process Design and MVP Development"** was organized to provide students and aspiring entrepreneurs with practical insights into developing innovative products that effectively meet market needs. The session focused on the importance of identifying customer problems, validating market demand, and achieving product-market fit before investing in large-scale product development.

The resource person explained the principles of **Design Thinking**, customer discovery, value proposition design, and market validation using real-world startup examples. Participants learned how to develop prototypes, refine product concepts through iterative design, and create a **Minimum Viable Product (MVP)** to test business assumptions and gather customer feedback. Interactive discussions, case studies, and hands-on activities enabled participants to understand the complete product development lifecycle from idea generation to market validation.

The workshop enhanced participants' entrepreneurial mindset, problem-solving abilities, and innovation skills while encouraging them to develop customer-centric solutions with commercial potential. The event concluded with an interactive question-and-answer session, where participants received expert guidance on transforming innovative ideas into successful startup ventures.

Interaction and Student Participation

The workshop witnessed enthusiastic participation from students across various departments. Participants actively engaged in brainstorming sessions, prototype ideation exercises, customer validation discussions, and interactive question-and-answer sessions. Teams presented their innovative concepts and received constructive feedback from the resource person.

Session Highlights	The resource person began the workshop by explaining the importance of identifying genuine customer problems before designing any solution. Participants learned that successful startups prioritize solving real-world problems rather than merely developing products. The session introduced the concept of Product-Market Fit, emphasizing the alignment between customer needs and the value offered by a product or service. Various real-life startup examples demonstrated how market validation influences business success. The workshop then covered Prototype and Process Design, explaining different levels of prototyping—from paper prototypes to functional digital and physical models. Participants gained insights into design thinking principles, iterative product development, and rapid prototyping. A detailed discussion followed on the Minimum Viable Product (MVP) concept. Students learned how to build a simplified version of a product containing only essential features to test assumptions, collect user feedback, and improve the product through continuous iterations. Interactive activities encouraged participants to identify customer pain points, define value propositions, prepare customer personas, and sketch prototype ideas for innovative solutions.
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Participant Details:

Number of Student participants: 100

Number of Faculty Participants: 5

Number of Ideas Submitted: 10

Event Outcomes

- Enhanced awareness of Product-Market Fit concepts.
- Improved understanding of customer validation techniques.
- Hands-on exposure to prototype development.
- Knowledge of MVP creation and testing.
- Increased entrepreneurial mindset among students.
- Better preparedness for startup competitions, hackathons, incubation, and commercialization initiatives.

Glimpses of the Event:

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INSTITUTION'S INNOVATION COUNCIL (Ministry of Education Initiative)

Session on WORKSHOP ON PRODUCT-MARKET FIT; PROTOTYPE/PROCESS DESIGN AND MVP DEVELOPMENT

KEY NOTE SPEAKER
Mr. Sayyad Shakil
Entrepreneur | TEDx Speaker | Innovator
Founder of Weez AI
Autonomous Marketing
Workforce for SMBs

DATE 15th July, 2026
VENUE Seminar hall, Block -A
TIME 11:00 AM

MVP ≠ Half a Product

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(An Autonomous Institution)
UNDER INSTITUTION'S INNOVATION COUNCIL (IIC)

WORKSHOP ON PRODUCT-MARKET FIT; PROTOTYPE/PROCESS DESIGN AND MVP DEVELOPMENT

Mr. M. Malavika
President, IIC

Dr. G. Apparao Naidu
President, IIC

“ INNOVATE • INSPIRE • INCUBATE ”



Social Media link:

<https://www.instagram.com/reel/Da5ShgtJ1SD/?igsh=MWY2cWxoanR2b3Rscw==>

Conclusion:

The workshop on **"Product-Market Fit; Prototype/Process Design and MVP Development"** successfully provided participants with practical knowledge and industry-oriented insights into startup product development. The session inspired students to transform innovative ideas into viable business opportunities through structured validation, rapid prototyping, and continuous improvement. The Institution's Innovation Council remains committed to organizing such capacity-building programs to nurture innovation, entrepreneurship, and startup culture among students.
