

# WEBINAR ON BUILDING ON INNOVATION AND PRODUCT FIT FOR THE MARKET 26<sup>th</sup> June 2021

Institute Innovation and Entrepreneurship Cell (IIC) of Gitarattan International Business School organized a webinar on the theme of 'Building on Innovation and Product Fit for the Market', in association with Sky Campus, ICT Academy on 26<sup>th</sup> June, 2021. The webinar was open for all the students and in total 100 students attended the session. IIC at GIBS is constituted under the guidance of Ministry of Education, Government of India. Institute Innovation and Entrepreneurship Cell (IIC) of GIBS keep organizing the events to further the cause of Start ups in India.



The webinar was based on the IIC calendar activity broadly covering the aspects on 'awareness about start up and related Ecosystem'. The session was conducted by two speakers Ms. Suresh Dhaka, Chief Operating officer, IIM Udaipur Incubation Center and Mr. Kumara Swami , Lead-Ecosystems & Partnerships, Accenture Ventures, India. The session was initiated by Ms. Dhaka, she spoke on the steps for the development of MVP (Minimum Viable Product). She answered the queries of the students and cleared their doubts.

The second speaker of the day was Mr. Kumara Swami who elaborated on all the stages customer identification, to prototype development and the validation. He also spoke the initiatives taken by the corporates on the advancement of start- up culture in India. Student queries were resolved towards the end of the session. Overall, students enjoyed and learned from the webinar.

**Prepared By: Dr. Sheetal, Associate Professor, giBS**