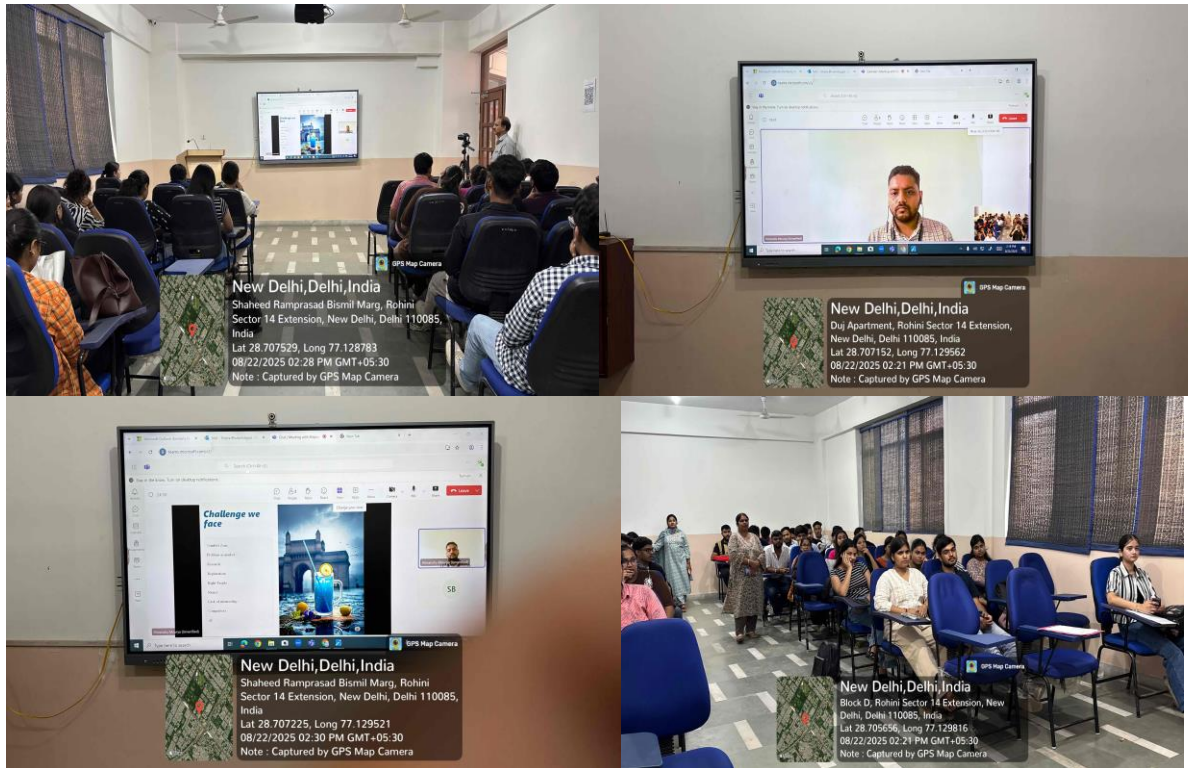


LEAN STARTUP & MINIMUM VIABLE PRODUCT (MVP): BUILDING SMART BUSINESSES 22ND AUGUST 2025 (FRIDAY)



On 22nd August 2025, GIBS hosted an exclusive IIC session titled “Lean Startup & Minimum Viable Product (MVP): Building Smart Businesses” in hybrid mode for BBA E5B. The session aimed at equipping students with an understanding of how startups can build sustainable businesses through lean principles and MVP strategies. The highlight of the session was an inspiring talk by Mr. Himanshu Mourya, Founder and Business Head of Butterfly Tea, who shared his entrepreneurial journey and practical insights on launching and scaling ventures efficiently.



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The session commenced with a warm welcome to Mr. Mourya by the faculty coordinator Dr. Dipti Jain , followed by an introduction to the importance of lean methodology in creating innovative yet cost-effective business models. Mr. Mourya elaborated on how MVPs help entrepreneurs validate ideas quickly, minimize risk, and adapt to market feedback without heavy investments. He explained the step-by-step approach to building a product prototype, testing with target customers, and iterating based on feedback.

Real-world examples of his own company by Mr. Mourya's added depth to the discussion, demonstrating how early-stage ventures can leverage minimal resources to create maximum impact. Students were encouraged to ask questions, resulting in an engaging Q&A session where practical challenges of entrepreneurship, such as funding constraints, market research, and scaling strategies, were addressed.

The event concluded with an enthusiastic response from the audience and a formal vote of thanks to the guest speaker for sharing actionable insights and motivating students to pursue entrepreneurial aspirations with confidence.

FLYER OF THE EVENT



“LEAN STARTUP & MINIMUM VIABLE PRODUCT (MVP): BUILDING SMART BUSINESSES”

22th August 2025

TIME : 2:00 pm Onwards

Mr. Himanshu Mourya

Founder and Business Head, Butterfly Tea

VENUE : Room No. 312

CLASS & SEMESTER : BBA E5B



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TYPE OF EVENT	IIC event
VENUE	R00M No. 312
TIME & DURATION	2:00 PM onwards
CONDUCTED BY	IIC
ORGANISED FOR	BBA E5B
NAME OF THE COORDINATOR	Dr. Dipti Jain



ATTENDANCE	40
RESOURCEPERSON	Mr. Himanshu Mourya Founder and Business Head, Butterfly Tea
OBJECTIVES OF THE EVENT	<ol style="list-style-type: none">1. To introduce students to the lean startup methodology and its core principles2. To help students understand the concept and strategic role of a Minimum Viable Product (MVP)3. To enable participants to apply lean thinking to their startup ideas4. To promote entrepreneurial skills and innovation-based learning among students5. To encourage a problem-solving mindset for launching products with limited resources
LEARNING OUTCOME	<ol style="list-style-type: none">1. Students gained a clear understanding of lean startup methodology and its key principles.2. Participants developed clarity on the concept and strategic importance of a Minimum Viable Product (MVP).3. Students were able to relate lean thinking to



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	<p>their own startup or business ideas.</p> <ol style="list-style-type: none">Enhanced entrepreneurial skills and an innovation-oriented approach among attendees.Students adopted a problem-solving mindset for launching and refining products with limited resources.
SHORTFALL DURING EVENT	None
LINK OF ONLINE VIDEO	https://youtu.be/Zn3M6_Y7QIQ

PREPARED & SUBMITTED BY: DR. DIPTI JAIN, ASSOCIATE PROFESSOR (CMS)