

IIC WORKSHOP**“TURNING IDEAS INTO VIABLE SOLUTIONS: PROTOTYPE
VALIDATION, VALUE PROPOSITION & BUSINESSFIT”****25TH AUGUST 2026 (TUESDAY)**

Gitarattan International Business School (GIBS), under the aegis of the Institution's Innovation and Entrepreneurship Cell (IIC), organized session on the theme “Turning Ideas into Viable Solutions: Prototype Validation, Value Proposition & Business Fit” on 25th August 2026. The session focused on helping early-stage innovators and aspiring student entrepreneurs understand how innovative ideas can be validated, refined, and transformed into viable business opportunities.

A total of 71 students participated in the workshop. To encourage collaboration and the exchange of ideas among students, teams were formed. As part of the group activity, 30 students were organized into 8 teams, where they worked together on the theme. Through group discussions and brainstorming activities, students came up with several practical and innovative solutions that could be turned into viable, real-world applications. The session was led by Mr. Yudhisthir Sharma, Founder and CEO of Software Muskets. During his session Sir, introduced students to a variety of practical innovation tools and simple, structured approaches that can help in generating ideas and developing them into real, working solutions. He explained that the process of innovation does not start with a solution—it starts with understanding the real problem. One must observe users closely, and notice challenges or difficulties they face in their daily lives. Only by identifying their actual needs, rather than making assumptions one can truly create useful solution. He further explained that once the problem is clearly understood, three important elements must come together to bring an idea to life: technology, management practices, and supportive policies.

Mr. Yudhisthir then spoke in detail about prototype validation, explaining that instead of trying to build a perfect final product right away, it is much smarter to first create a simple, basic version of the solution. Based on the feedback received, the solution can be improved step by step and this process may need to be repeated several times before arriving at final solution. Alongside this, he explained the importance of having a clear value proposition without which even good solution may fail to gain attention or support finally there solution should work within real-world limitations such as cost, resources, time, and practicality. A solution might sound good in theory, but if it cannot be implemented realistically, it will not be successful.

Overall, the session was highly engaging and gave students a clear and simple understanding of how innovation actually works in the real world. It equipped them with practical tools and a confident mindset to take their raw ideas and shape them into meaningful, workable, and impactful solutions. Subsequently, the ideas were finalized and are listed below:

Team	Name of Students	Class/Session	Brief Description
Team 1	- Kavya Goel - Rakshit Pathak - Shrishti - Ashwath Bhardwaj	BBA MBA INT-SEM-3	A smart box that stores medicines safely in your car and reminds you when it's time to take them while travelling.
Team 2	- Kamal - Gitesh Arora - Krishna Behl	BBA MBA INT-SEM-3	A new type of machine designed to make road construction faster and better.
Team 3	- Manya Bobal - Naman Sharma - Jagrit Goyal	BBA E3A	A tech tool that automatically sorts and manages different types of waste properly.
Team 4	- Shivam Tyagi - Raghav Malhotra - Sneha Dahiya - Mahima Malik - Dev Gupta	BBA E3A	A system that shows car owners real-time available parking spots in public parking areas, helping reduce traffic jams.
Team 5	- Romika Solanki - Akriti Sharma - Lakshay Singh - Shiven Nagar	BBA E3A	A small, portable device that provides quick guidance and support to people during emergencies, especially in natural calamities.
Team 6	- Soham Babbar - Anshika Tyagi - Ayaan Saifi	BBA E3A	A smart tool that tracks how much water you use and helps stop water from being wasted.
Team 7	- Rashi Gupta - Mayank	BBA E3A	An energy-saving light that also glows to warn about potholes on the road.
Team 8	Garvit Maheshwari	BBA E3A	A wearable sticker like device that tracks your health signs and alerts you or your family if

	• Neeraj • Priyanshu • Kavya Joshi • Khushi Kumari • Anshika Jain		something seems wrong.
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FLYER OF THE EVENT



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IIC SESSION ON

TURNING IDEAS INTO VIABLE SOLUTIONS:
PROTOTYPE VALIDATION,
VALUE PROPOSITION &
BUSINESS FIT

25th August, 2026 (Tuesday)
10:00 AM onwards

Seminar Room No 304.

INTEGRATED BBA-MBA SEMESTER 3
BBA (EVENING SHIFT) SEMESTER -3

MR. YUDHISTHIR SHARMA
FOUNDER & CEO, SOFTWARE MUSKETS

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TYPE OF EVENT	IIC session
VENUE	GIBS,SeminarHall,3 rd Floor, Room No- 304
TIME & DURATION	10:00AM onwards, 25 th August 2026(Tuesday)
CONDUCTED BY	GIBS
ORGANISED FOR	BBA- MBA Integrated Semester -3 & BBA (Evening Shift)
NAME OF THE COORDINATOR	Dr. Sonia Peter & Dr. Jitender Kumar
ATTENDANCE	71 Students

RESOURCE PERSON	Name: Mr. Yudhisthir Sharma Designation: Founder and CEO of Software Muskets
OBJECTIVES OF THE EVENT	1. To provide a broad understanding of how an innovative idea can be developed and converted into a viable start-up 2. To explain the importance of prototype validation, understanding user needs, and identifying the right value proposition for the market 3. To orient participants on key steps in the start-up journey, including idea validation, refining solutions, and developing an initial business model 4. To share useful resources, relevant links, and information on incubation support, mentorship opportunities, and entrepreneurship programmes available to early-stage innovators
LEARNING OUTCOMES	1. Students learned how to validate prototypes through feedback-driven testing to identify limitations and improve feasibility before scaling. 2. Students developed the ability to identify genuine market needs and articulate a clear, customer-focused value proposition. 3. Students gained skills to assess business fit and market alignment, enabling them to build an initial business model and prepare for future start-up development.
SHORTFALL DURING EVENT	None
LINK OF ONLINE VIDEO	https://youtu.be/0oA7NPHTGA

PREPARED & SUBMITTED BY: DR. SONIA PETER & DR. JITENDER KUMAR,
CMS-GIBS