

## 41. Workshop on Lean Startup & Product Design

Title: Workshop on Lean Startup & Product Design

Date: 29<sup>th</sup> & 30<sup>th</sup> November 2019

Banner/Brochure:



Workshop on  
Lean Startup &  
Product Design

Old Senate Hall  
9am to 6pm  
29<sup>th</sup> & 30<sup>th</sup> November 2019

Photo:



Details of the Event/Report:

The two – day workshop was conducted for all the Minor in Entrepreneurship Students. The resource person introduced participants to Innovation Tools. He discussed tools like TRIZ, five patterns of innovations, Scamper, Bio Mimicry, Frugal Innovation, More from less for more, Disruptive Innovation, user innovation with relevant examples at each stage. By giving a case for discussion, the resource person asked the participants to apply and be conscious of what all tools they would use in a given case.

He then defined a problem statement to the participants – His aging mother has problem with hearing, as her hearing capability is depleting, there is problem with her watching television, as she turns it on at a very high volume, which intum disturbs others in the family. With all this there is a lot of unrest at home. Since she is already about 76yr old, she is not that tech savy, does not prefer to use headphones or any such device. Prefers it to be usual way of

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watching her favourite serials. Having given this scenario, the resource person put forth a question to all the participants as to what they would suggest to him, to solve the problem.

Students asked relevant information, which would help them to understand the problem better and deeper, so that appropriate solutions could be built. They suggested few of existing solutions which were already in the market. However, there was counter point to each of the solution suggested as it wasn't user friendly for the mother's age. Then the resource person asked to think of some innovative way to solve the problem and build solution around it. The students decided on the features what need to go in the product and made a sketch of the same. They worked on pricing the product as well having understood what components would go in the product and how much would each of them cost. They compared the product now with existing solutions available and analysed what attractive for the customer now to buy it. They then started working in teams as enterprise. Started looking at how to set up manufacturing unit, what are the cost involved, how many employees required, how to scale business and the like. The coming day the students were asked to do a mini role play and promote their product. With this day 1 ended.

On day 2, participants, reviewed the work done so far, and built further on it. They did the complete cycle from defining the problem statement to launching the startup. They then performed their acts, which was more like an advertisement to promote the product. The resource person notified them on what possible corrections to be made, what is the key things they are selling and how the information has to be conveyed to make a connect to the audience. With this, the participants were reshuffled into different teams and asked to do the whole exercise on a new problem statement of their choice. The participants now had to define the problem statements, by evaluating atleast five problems and choose the best amongst it by critically evaluating it. They then had to work on features, pricing, what would they like to have in the MVP and how would they connect with customer with their solution, what is the experience of the team, what segment of customers would they target, how does the revenue look like, work on some financials. Each team presented the work done at the end of the session. With this we closed the workshop.

**Number of Participants: 8**

**List of Students Attended:**

NAMITA RAYANGOUDAR
ANANNVA HANJI
JUSTIN AUGUSTINE PINHEIRO
MEGHA KOJJAGERI
KAJAL JAIN
MANJUNATH H M
ATHEETH A NAIK
SWATHI BASAVARAJ D

**More about Resource Person:**

Anand has over 26 years of experience in various industries spanning across many geographies across the world. For the last 16 years he has been involved in innovations in financial services sector

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where he established Fintech presence in global payments space in two leading banks, one in Malaysia at a Financial conglomerate called CIMB Group as Managing Director, of Global retail payments. He developed a highly successful product called Speedsend which was a leading payments service originating in many countries in South East Asia and South Asia. Second one was with RakBank in UAE to establish a Fintech unit within the bank where he created and developed a very successful payment product branded as Rakmoneytransfer. While at RakBank he was one of the earliest innovators to use Blockchain technology in global payments business. Span of operations for Anand during this 16 years tenure was South Asia, South East Asia and Middle East.

He also managed global payments business for a leading Fortune 500 company called Western Union in India, Nepal, Sri Lanka, Maldives, Singapore, Indonesia, Malaysia.

Apart from Payments Fintech experience Anand has diverse industry exposure. He worked in office equipments, garments, telecom, FMCG and B2B online business where in he was involved in creating products, building brands, marketing and leading teams. Anand had good understanding of these industries as well.

After 26 years of rich experience in corporate world Anand decided to plunge into something very radical to pursue a passion which he had throughout his life, Organic farming. He shifted his base to Dharwad, Karnataka from Dubai and indulged in developing an Organic Farm growing Organic Alphonso Mangoes and other products. These mangoes are now being sold directly to customer without any intervention from middlemen across India and exported to UAE. His passion is to extend this zero budget farming across many communities, develop intense afforestation in depleted forest areas, implement water retention and conservation projects. He wants to share and help other farmers in the region to adopt these which have been successfully implemented in his farm.

Anand's passion is not only in creating and building innovation but also developing, grooming and mentoring his team into great teams which delivered very successful products and remained to be highly engaged and empowered teams across companies. He wants to pursue development and mentoring of professionals and entrepreneurs and help them succeed in their respective ventures.

Currently Anand is based in Dharwad pursuing multiple passions apart from farming. His services are being used by financial institutions in payments fintech space, he has also authored a book titled iKrshna, published by Notion press. It's a story based on Krishna's life as a human being told in first person account, self narrative style.

### EDUCATION

1993 KARNATAKA UNIVERSITY- Kousali Institute of Management Studies, Dharwad, India  
Master of Business Administration.