

Report of Guest Session on “How to get a startup idea validated” by Dr Himanshu Puri, Chief Consultant- GrabGuidance & Co-Founder and COO – LegitQuest, organized on 27.02.2021

A guest session was organized on “How to get a startup idea validated” on 27.02.2021 for MBA dual specialization students of Sem 1 and Sem 4. A total of 168 students and 9 faculty members participated in the session. **Dr Himanshu Puri, Chief Consultant- GrabGuidance & Co-Founder and COO – LegitQuest** was the speaker. He spoke about the startup and the startup ideas. He presented the different cases like Makemytrip, MobiKwik, ISayOrganic, Dropbox, GrabGuidance etc on below mentioned seven important points.

1. Look for potential customers.
2. Look for initial set of customers.
3. Discuss your idea
4. Analyse Market Potential
5. Conduct User research
6. Build a mini-MVP
7. Take Pre Orders

He explained the concepts that how to think about any startup and how market research should be done to validate the idea.

Prof. Subroto Ganguly presented the vote of thanks on behalf of SOB.