REPORT

AN INTERACTIVE SESSION ON - A ZERO TO ONE APPROACH: "THE ART OF BUILDING A SUCCESSFUL TECH PRODUCT"

Event Date: 22.04.2023

About the event:

ASHINE, in collaboration with Headstart Gujarat, organized an interactive session on "A Zero to One Approach: The Art of Building a Successful Tech Product" on April 22nd, 2023. The session aimed to enlighten students and startup founders on the process of building a successful tech product.

The session was delivered by Mr. Arjun Kava, the co-founder of VideoSDK. During the session, Mr. Kava highlighted the importance of identifying the right problem and building a solution that solves the problem effectively. He explained that a successful tech product requires a deep understanding of the customer's pain points, preferences, and behaviors. He advised startups to focus on building a minimum viable product (MVP) that solves the core problem and delivers value to customers.

Furthermore, Mr. Kava shared his experience of building and scaling VideoSDK. He talked about the challenges he encountered and how he overcame them. He also discussed the importance of user feedback and data analytics in refining the product and improving the user experience.

The session was interactive, and participants had the opportunity to ask Mr. Kava questions related to the subject matter. The session ended with a vote of thanks by the ASHINE and Headstart Gujarat team.

In conclusion, the session was informative and engaging. Participants gained insights into the process of building a successful tech product and learned from the experience of a successful tech entrepreneur.