

ACCELERATING PRODUCT LAUNCH WORKSHOP

Event Date: 14.10.2023

About the event:

On October 14, 2023 ASHINE in collaboration with OpenWeaver organized a virtual hands-on session aimed at helping startups rapidly build a Minimum Viable Product (MVP). The event was conducted online, providing participants with a unique opportunity to learn from industry experts and enhance their entrepreneurial skills.

The session commenced with a warm welcome address by Mr. Darshan Mehta (Senior Incubation Manager, ASHINE), emphasizing the importance of innovation and entrepreneurship in the fast-paced tech industry. Participants were introduced to Mr. Ashok, the Co-founder and CEO of OpenWeaver, and Mr. Karthikeyan, the Co-founder and CTO of OpenWeaver, both of whom delivered the session.

Mr. Ashok shared valuable insights gained from his extensive experience as a technology entrepreneur. He discussed the significance of identifying market needs, building scalable products, and creating a robust MVP. Participants benefited from his practical advice on navigating challenges and leveraging opportunities in the startup ecosystem.

Mr. Karthikeyan, the technical expert, delved into the technical aspects of building an MVP. He shared best practices in software development, emphasizing agile methodologies, rapid prototyping, and effective use of technology stacks. His in-depth knowledge provided participants with actionable strategies for developing their MVPs efficiently.

The event included an interactive Q&A session where participants had the opportunity to ask specific questions related to their startup projects. Mr. Ashok and Mr. Karthikeyan provided personalized guidance, addressing queries on product development, technology integration, and market strategies.

Through this session, participants gained valuable insights into the nuances of rapidly building a Minimum Viable Product for their startups. The expert guidance provided by Mr. Ashok and Mr. Karthikeyan equipped participants with the knowledge and confidence needed to navigate the challenges of the startup landscape.