

Ref: ICSII-SSIP04/FEB25/08

Date: February 24, 2025

Event Report

Event: Assessing Market Potential of your MVP

Type: Seminar

Time: 3:00 PM – 4:30 PM

Venue: LH4, Indus University

Total Participants: 60

Overview

The seminar “**Assessing Market Potential of your MVP**” was organized to help student innovators and early-stage founders evaluate the commercial readiness of their Minimum Viable Products (MVPs). The session focused on practical frameworks to test demand, validate assumptions, and align MVP features with real market needs.

Key Highlights

- **Understanding Market Potential**
 - Defining target customers and identifying real pain points
 - Differentiating between users, buyers, and influencers
- **MVP Validation Techniques**
 - Qualitative and quantitative validation methods
 - User interviews, surveys, pilots, and early traction metrics
- **Market Sizing Basics**
 - TAM, SAM, and SOM explained with simple examples
 - Linking market size with scalability and revenue potential
- **Competitive & Pricing Insights**
 - Mapping competitors and alternatives
 - Introductory pricing strategies and value perception
- **SSIP Readiness Perspective**
 - Aligning MVP validation outcomes with SSIP expectations
 - Importance of data-backed validation during evaluations

Outcomes

- Participants gained clarity on **whether their MVP solves a real market problem**
- Improved understanding of market validation before scaling or pitching
- Several teams identified gaps in their MVP assumptions and next validation steps

Conclusion

The seminar provided actionable guidance for founders to move beyond building an MVP to proving its market relevance. The insights shared encouraged participants to adopt a disciplined, evidence-driven approach before investing further resources into product development.

Organized by: ICSII, Indus University

Duration: 1 Hour 30 Minutes

Mode: Offline Seminar

