



SARDAR PATEL COLLEGE OF ADMINISTRATION & MANAGEMENT

- MBA / IMBA (BBA+MBA)
- WORKING PROFESSIONAL (MBA)

AFFILIATED TO GUJARAT TECHNOLOGICAL UNIVERSITY, AHMEDABAD
APPROVED BY ALL INDIA COUNCIL FOR TECHNICAL EDUCATION (AICTE), NEW DELHI

Workshop on

“Role of Minimum Viable Product (MVP) in Market Validation and Early-Stage Startup Success” under SSIP 2.0

Date of Event	: 12-01-2026
Venue	: Seminar Hall, MBA
Time slot	: 11:00 AM onwards
No. of Participants	: 160+
Details of Expert	: Mr. Rohan Patel, Founder SeaNeb
Name of Coordinator	: Dr. Mayur Rao, Associate Professor, SPCAM- MBA

1. Brief of Resource Person:

Rohan Patel is the Founder of SeaNeB, a technology-driven venture focused on empowering local commerce through digital products. Under his leadership, SeaNeB has developed innovative applications that help small and medium businesses increase visibility, streamline transactions, and engage digitally with local customers.

His entrepreneurial journey reflects a commitment to bridging the gap between offline businesses and online consumer behavior.

Rohan is passionate about leveraging technology to solve real-world problems, particularly for underserved business segments. He aims to build scalable solutions that can expand from local markets to global audiences while maintaining accessibility and impact.

2. Objective of Event:

- To enable students to understand the strategic role of MVP in validating business ideas and reducing startup risk.
- To equip students with practical knowledge on designing and testing MVPs using real market feedback.
- To foster entrepreneurial thinking by demonstrating how MVP contributed to early-stage startup success and scalability.

3. Brief of the Event:

The workshop on “*Role of Minimum Viable Product (MVP) in Market Validation and Early-Stage Startup Success*” was conducted to provide MBA students with practical and industry-oriented insights into startup development. The session emphasized the importance of launching a basic version of a product to test business ideas in real market conditions before committing significant resources.

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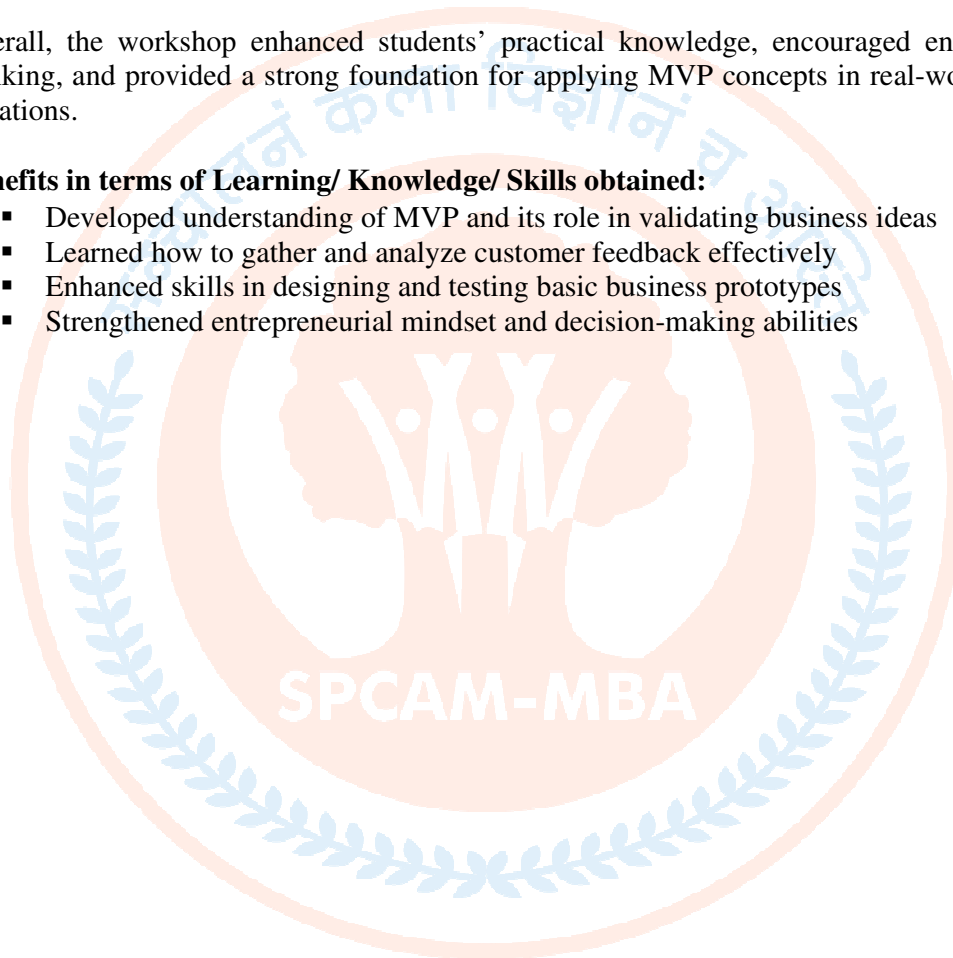
The resource person explained the concept of MVP in a simple and structured manner, highlighting how it helped startups identify customer needs, validate demand, and reduce uncertainty. Students were exposed to various techniques for developing MVPs, such as prototyping, pilot testing, and feedback collection.

Interactive discussions and examples enabled students to understand how early-stage startups refined their products based on customer responses and market trends. The session also focused on the role of MVP in improving efficiency, minimizing failure risk, and supporting better strategic decisions.

Overall, the workshop enhanced students' practical knowledge, encouraged entrepreneurial thinking, and provided a strong foundation for applying MVP concepts in real-world business situations.

4. Benefits in terms of Learning/ Knowledge/ Skills obtained:

- Developed understanding of MVP and its role in validating business ideas
- Learned how to gather and analyze customer feedback effectively
- Enhanced skills in designing and testing basic business prototypes
- Strengthened entrepreneurial mindset and decision-making abilities



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Flyer



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SSIP STUDENT STARTUP & INNOVATION POLICY

Organize

WORKSHOP

“Role of Minimum Viable Product (MVP) in Market Validation and Early-Stage Startup Success”

MBA & IMBA STUDENTS



Speaker

Mr. Rohan Patel

Founder - SeaNeB



12th January, 2026

at 11:00 AM Onwards

MBA Building, SPEC Campus Bakrol

Campus
7 Acre Lush Green

Placement
75%

MoU Partners
300+

Center of Excellence
3+

Workshop/Seminar
500+

Library
33,000+ Books

Sports
Indoor & Outdoor

Refreshment
Food Canteen & Mess

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Working Professional MBA | B.Ed. | B.Sc. | M.Sc. (IT) | BBA(Gen.) | BCA | BBA (ISM) | B.Com. | M.Com.

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Glimpse of the Event



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Press Note

दिव्य समाचार

5

रविवार 25.01.2026

स्पેક એમ.બી.એ. બાક્રોલ દ્વારા એસ.એસ.આઈ.પી વર્કશોપનું આયોજન

આણંદ, તા. ૨૪
તિરુપતિ ફાઉન્ડેશન ટ્રસ્ટ
સંચાલિત સરદાર પટેલ
એજ્યુકેશન કેમ્પસ (સ્પેક)
સ્થિત સરદાર પટેલ કોલેજ
ઓફ એડમિનિસ્ટ્રેશન એન્ડ
મેનેજમેન્ટ (એમ.બી.એ.),
બાક્રોલ માં
એસ.એસ.આઈ.પી સેલ
અંતર્ગત “રોલ ઓફ
મિનિમમ વાયેબલ પ્રોડક્ટ
(એમ.વી.પી) ઈન માર્કેટ
વેલિડેશન એન્ડ અરલી સ્ટેજ
સ્ટાર્ટઅપ સક્સેસ” વિષય પર
વર્કશોપનું આયોજન કરવામાં
આવ્યું હતું. આ કાર્યક્રમનો
મુખ્ય હેતુ વિદ્યાર્થીઓમાં
સ્ટાર્ટઅપ અને નવોચાર પ્રત્યે
જાગૃતિ વિકસાવવી,
એમ.વી.પી ના મહત્વ દ્વારા
માર્કેટ વેલિડેશનની પ્રક્રિયા
સમજાવવી તથા
ઉદ્યોગસાહસિક વિચારધારાને
પ્રોત્સાહન આપવાનો હતો.



આ કાર્યક્રમનું આયોજન
કોલેજના ડિરેક્ટર ડો. વિશાલ
પાટીદાર, એચ.ઓ.ડી તથા
આઈ.ક્યુ.એ.સી. કો-
ઓર્ડિનેટર પ્રો.નૈતિક રામી,
એસ.એસ.આઈ.પી સેલ કો-
ઓર્ડિનેટર ડો.મયૂર રાવ તેમજ
સમગ્ર એમ.બી.એ સ્ટાફગણના
માર્ગદર્શન હેઠળ કરવામાં
આવ્યું હતું. આ કાર્યક્રમમાં
મુખ્ય અતિથિ તરીકે રોહન
પટેલ (ફાઉન્ડર-SeaNeB)
ઉપસ્થિત રહ્યાં હતાં.
અતિથિશ્રીએ પોતાના
ઉદ્બોધનમાં મિનિમમ
વાયેબલ પ્રોડક્ટ
(એમ.વી.પી)નું મહત્વ,

માર્કેટ વેલિડેશન, પ્રારંભિક
સ્ટેજના સ્ટાર્ટઅપમાં નિર્ણય
પ્રક્રિયા તેમજ સ્કેલેબલ અને
ટકાઉ બિઝનેસ આઈડિયા
કેવી રીતે વિકસાવવા તે અંગે
વ્યવહારુ માર્ગદર્શન આપ્યું
હતું. કાર્યક્રમ દરમિયાન
એમ.બી.એ તથા
આઈ.એમ.બી.એ ના
વિદ્યાર્થીઓએ ઉત્સાહપૂર્વક
અને સક્રિય રીતે ભાગ લીધો
હતો. આ વર્કશોપ દ્વારા
વિદ્યાર્થીઓને વાસ્તવિક
ઉદ્યોગજગતના અનુભવ
સાથે જોડાઈ ઉદ્યોગસાહસિક
દૃષ્ટિકોણથી વિચારવા માટે
પ્રેરણા મળી હતી.

Dr. Mayur Rao	Mr. Naitik Rami	Dr. Vishal Patidar
Event Co-ordinator	HOD & IQAC Co-ordinator- MBA	Director- MBA