

SSIP2.0 Sensitization Sessions

Event Name: EF-Day-02 Customer Discovery to Product-Market Fit: Validation & MVP

Date: 20/05/2026

Venue/ Mode: Seminar Room, SPU-SSIP-Navadhārā / SPSEC, Sardar Patel University

No of Participants: 24

Speakers Name: **Prof. Dr. Yagnesh Dalvadi**, (*Head, Dept. of Business Studies, Sardar Patel University*), Mo.: 9428799455, E-Mail: cao_spu@spuvvn.edu

Coordinator: **Mr. Nirav Patel** (Sr. Manager, SPSEC), Mo.: 90992 08790,
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Event Overview

The second day of Entrepreneurship Fundamentals – 2026 (EF-Day-02) was successfully conducted on 20th May 2026 by the Sardar Patel Startup & Entrepreneurship Council (SPSEC) at Sardar Patel University, Vallabh Vidyanagar. The full-day session, held from 10:30 AM to 4:30 PM, was led by Prof. Dr. Yagnesh Dalvadi, Head, Department of Business Studies, Sardar Patel University, on the topic “Customer Discovery to Product-Market Fit: Validation & MVP.”

Morning Session:

The morning session introduced participants to the importance of understanding customer needs before developing a product or service. Prof. Dalvadi explained the principles of customer discovery, emphasizing techniques for identifying target users, validating assumptions through direct interaction, and uncovering genuine market problems. The discussion highlighted the significance of market research, customer feedback, and value proposition development as essential components of a successful startup journey.

Afternoon Session:

To provide hands-on entrepreneurial experience, Dr. Dalvadi assigned a practical field activity in which participants were divided into groups of three to four members. Each group was challenged to take a product or business idea into the local market and attempt to sell or pitch it to potential customers. This real-world exercise exposed students to the actual challenges faced by entrepreneurs, innovators, and business owners, including initiating conversations with customers, handling rejection, communicating value propositions, understanding customer behavior, negotiating, and adapting their approach based on feedback. The activity concluded with a reflection session where teams shared their experiences, key observations, and lessons learned from engaging directly with the market.

Outcomes:

The full-day program enabled participants to understand the critical role of customer discovery and validation in building successful startups. By exploring methods for identifying customer needs, testing assumptions, developing Minimum Viable Products (MVPs), and evaluating product-market fit, attendees gained practical insights into creating solutions that address real market demands. The interactive discussions and case-based learning enhanced their analytical thinking, decision-making, and problem-solving skills while reinforcing the importance of continuous customer feedback and iterative improvement. Overall, the session equipped participants with a structured approach to transforming innovative ideas into validated and market-ready entrepreneurial ventures.

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Event Photos

