

Social Innovation Lecture Series presents 9<sup>th</sup> talk on

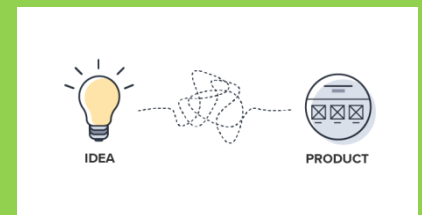


## User Research: Transforming a startup idea into a viable product

Friday, 18 August 2017 | Time: 3.30 pm -5.30 pm

(Registration and networking tea @ 3.30 pm)

Venue: Lecture Theatre, Venture Center, 100 NCL Innovation Park



Mr. VedMutthal

(Co Founder and CTO @ Peppercorn Labs)

### Abstract of the talk

The topic covers the very basic concepts of how a startup idea should be driven by User Research and how it helps in building a stable, more meaningful product that appeals to a Startup's customers.

### Speakers brief Bio

Ved, a technologist, and an agile evangelist, has been working in and around the Startup Ecosystem for a little over 5 Years. A serial entrepreneur, Ved co-founded Peppercorn Labs, an Agile and UX driven Technology Company that builds enterprise applications for enterprises with challenging missions. He now heads the operations team at Peppercorn Labs. In his half a decade of experience with the ecosystem, Ved has worked with and helped Startups in Healthcare, FinTech, Education Technology, Retail, E-Commerce, Logistics, IoT and Travel and Hospitality to design Services and deliver great experiences and products to the users. Ved is a passionate developer and a startup enthusiast and this passion makes him explore and work with start-ups around user research, innovative service and business design ideas, market strategy and client and public relations.

Register here: <http://tinyurl.com/hs5y56t>