

## **IIC Report**

**on**

**Title: Expert Talk on “Achieving Problem-Solution Fit and Product-Market Fit”**

The **Department of Computer Science (AI and ML)** Bharat Institute of Engineering & Technology, Hyderabad, and IIC Cell, BIET, Hyderabad have successfully organized an offline Session on **“Achieving Problem-Solution Fit and Product-Market Fit”** on 06<sup>th</sup> February 2025.

The event titled "Achieving Problem-Solution Fit and Product-Market Fit" was successfully conducted with an audience of 105 students and 10 Faculties. It was organized to provide insights into the critical stages of startup development, focusing on identifying significant problems faced by target populations and designing solutions that align with market needs. The event emphasized understanding problem-solution fit as the foundation for achieving product-market fit, which is crucial for the success of any entrepreneurial venture.

The session was led by Dr. Anilambica Kata, a distinguished Associate Professor in the Department of MBA, with extensive qualifications including B.Tech, MBA, MA, M.Com, and Ph.D. Dr. Kata elaborated on key concepts such as minimum viable products (MVP), validation techniques, and strategies to ensure market relevance. The discussion included real-world examples, such as Google Glass's failure and Airbnb's success, to highlight the importance of understanding user needs and adapting accordingly.

### **1. Objective:**

The primary objective of the workshop was to help participants understand how to identify significant problems faced by target populations and develop solutions that address these problems effectively. Additionally, the session aimed to guide participants in creating products and services that align with market demands, thus achieving product-market fit.

### **2. Contents of the Workshop:**

The workshop was divided into several key sections:

- Understanding problem-solution fit and its importance.
- The concept and strategy behind a Minimum Viable Product (MVP).
- Real-world case studies such as Google Glass's failure and Airbnb's success.
- Practical methods for market research and validating ideas.
- Measuring success through metrics like Net Promoter Score (NPS), churn rate, and the Rule of 40.

### **3. Outcome of the Workshop:**

Participants gained a clear understanding of the stages involved in product development, from idea validation to market fit. The workshop emphasized the importance of addressing genuine user needs

and provided actionable strategies for minimizing risks and optimizing resources. Students were inspired by success stories and learned valuable lessons from failure case studies.

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## 4. Registration:

The workshop witnessed enthusiastic participation, with 105 students registering and 10 faculty members attending the session. The registration process was smooth, ensuring maximum engagement and attendance.

## 5. About the Workshop:

The workshop was facilitated by Dr. Anilambica Kata, an Associate Professor in the Department of MBA, whose qualifications include B.Tech, MBA, MA, M.Com, and Ph.D. Her expertise in startup methodologies and business strategies ensured a highly insightful and interactive session. The event was coordinated by Ms. Shreerupa Biswas, who ensured seamless execution and engagement throughout the program.

The session concluded with a vibrant Q&A segment, allowing students to clarify their doubts and delve deeper into the discussed topics. Overall, the workshop was a great success, leaving participants equipped with practical knowledge to approach innovation and entrepreneurship effectively.



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**INSTITUTION  
INNOVATION  
COUNCIL**  
(Ministry of Education Initiat)

**RESOURCE PERSON**  
**DR ANILAMBICA**  
ASSOC. PROF. DEPT OF MBA

**SESSION ON ACHIEVING  
PROBLEM-SOLUTION FIT &  
PRODUCT-MARKET FIT**

**DATE: 6 TH FEBRUARY**

**ORGANISED BY IIC  
BIET , AIML DEPT**

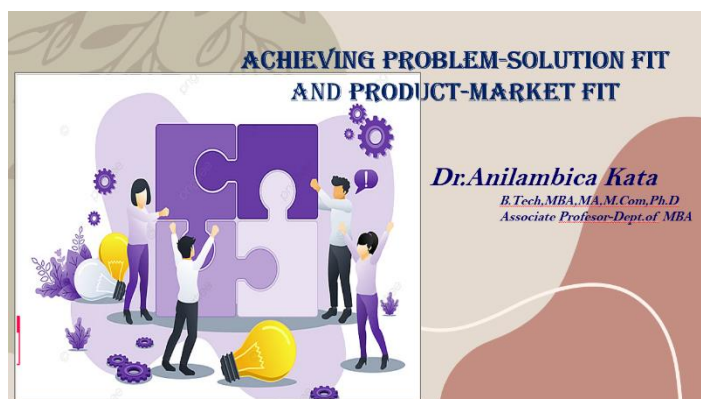
**COORDINATOR:MS  
SHREERUPA BISWAS,  
ASST PROF ECE DEPT.**

**DEPT. INCHARGE  
DR TAWSEEF AHMAD**

**VENUE: CAD LAB**

**TIME : 1:30 PM  
ONWARDS**

**ENTREPRENEURSHIP**  
THE KEY TO SUCCESS



**ACHIEVING PROBLEM-SOLUTION FIT  
AND PRODUCT-MARKET FIT**

**Dr.Anilambica Kata**  
B.Tech,MBA,MA,M.Com,Ph.D  
Associate Professor-Dept.of MBA



- Refers to the crucial stage where we **identify a real, significant problem** faced by **target Population**.

**Develop a solution that effectively addresses that problem.**

**Ensure the product or service is valuable and desired by the market**



Problem-solution fit (PSF) happens when you have a **clear problem** and a **validated solution** that **effectively addresses**.

This is the first **major milestone** in building a **startup**. Without it, even the best-engineered products will **struggle to succeed**.



## WHY TO VALIDATE



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- it's essentially validating the idea **solves a genuine pain point** for **potential users** before
- investing heavily in development.
- Example: **Google glass failure**



HOW **NOT TO BUILD** A MINIMUM VIABLE PRODUCT



1



2



3



4



ALSO HOW **NOT TO BUILD** A MINIMUM VIABLE PRODUCT



1



2



3



4



HOW **TO BUILD** A MINIMUM VIABLE PRODUCT



1



2



3



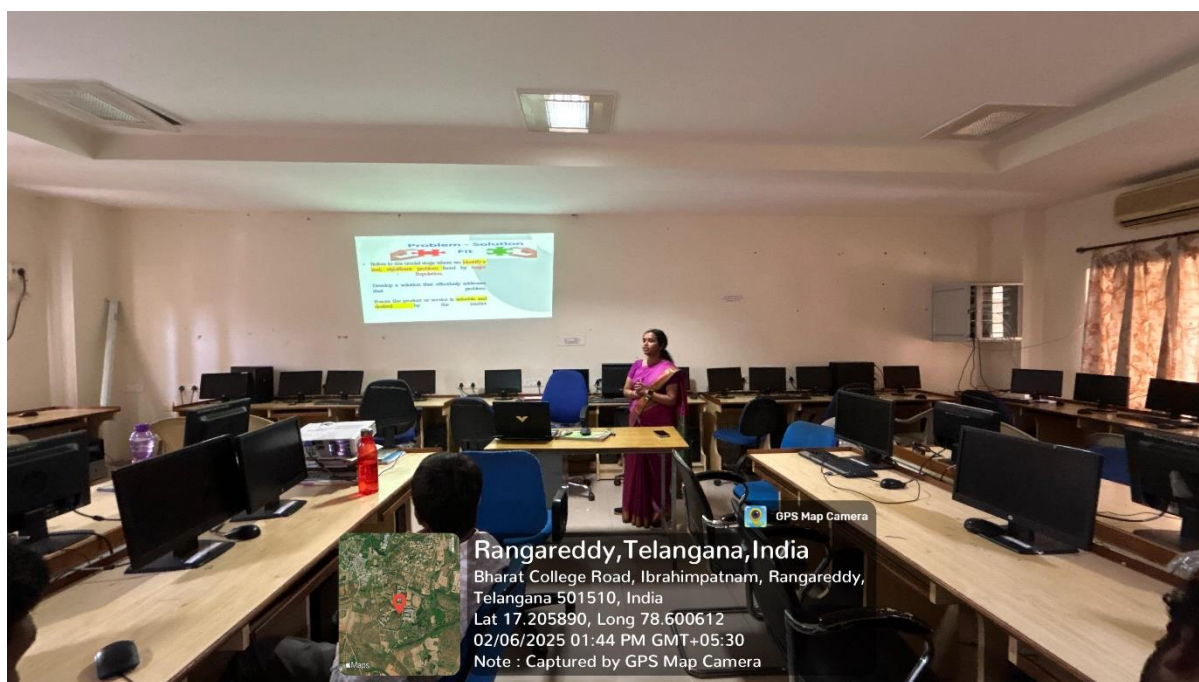
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Title of the event: Session on Achieving Problem-Solution Fit & Product-Market Fit

| SL No. | Name                               | Roll No    | Department | Year  | Signature          |
|--------|------------------------------------|------------|------------|-------|--------------------|
| 1      | V. Rajendra prasad                 | 23E11A664D | CSM        | 11-11 | V. Rajendra        |
| 2      | M. Revanth Reddy                   | 23E11A6627 | CSM        | 11-11 | M. Revanth         |
| 3      | P. Asavind Reddy                   | 23E11A66B4 | CSM        | 11-11 | P. Asavind         |
| 4      | Abhinav Venkata Praveen Sri Harsha | 24E15A6603 | CSM        | 11-11 | Abhinav            |
| 5      | K. Pranavi                         | 23E11A66A4 | CSM-B      | 11-11 | K. Pranavi         |
| 6      | K. Narasimha Raju                  | 24E15A6601 | CSM-B      | 11-11 | K. Narasimha       |
| 7      | S. Bhavani                         | 23E11A66B9 | CSM-B      | 11-11 | S. Bhavani         |
| 8      | M. Rashmitha                       | 23E11A66A7 | CSM-B      | 11-11 | M. Rashmitha       |
| 9      | M. Akhila Reddy                    | 23E11A66A5 | CSM-B      | 11-11 | M. Akhila          |
| 10     | K. Sravani                         | 23E11A6667 | CSM-B      | 11-11 | K. Sravani         |
| 11     | D. Niharika                        | 23E11A6611 | CSM-A      | 11-11 | D. Niharika        |
| 12     | E. Sravani                         | 23E11A6613 | CSM-A      | 11-11 | E. Sravani         |
| 13     | A. Bhargavi                        | 23E11A6644 | CSM-A      | 11-11 | A. Bhargavi        |
| 14     | P. Sandhya                         | 23E11A6673 | CSM-B      | 11-11 | P. Sandhya         |
| 15     | Ch. Akshitha                       | 23E11A6652 | CSM-A      | 11-11 | Ch. Akshitha       |
| 16     | B. Vamsi Reddy                     | 23E11A6609 | CSM-A      | 11-11 | B. Vamsi           |
| 17     | N. Vinay Reddy                     | 23E11A6633 | CSM-A      | 11-11 | N. Vinay           |
| 18     | K. Umesh                           | 23E11A6622 | CSM-A      | 11-11 | K. Umesh           |
| 19     | S. Koushith                        | 23E11A6638 | CSM-A      | 11-11 | S. Koushith        |
| 20     | C. Saikeerthi                      | 23E11A6651 | CSM-A      | 11-11 | C. Saikeerthi      |
| 21     | E. V. S. Shanmukha Prasad          | 23E11A6653 | CSM-A      | 11-11 | E. V. S. Shanmukha |
| 22     | Kanchan Kumari                     | 23E11A6620 | CSM-A      | 11-11 | Kanchan            |
| 23     | Nithesha                           | 23E11A6605 | CSM-A      | 11-11 | Nithesha           |
| 24     | Architha                           | 23E11A6606 | CSM-A      | 11-11 | Architha           |
| 25     | N. Manuathi Manikantha             | 23E11A6671 | CSM-B      | 11-11 | N. Manuathi        |
| 26     | K. Dinesh Bharu                    | 23E11A6621 | CSM-A      | 11-11 | K. Dinesh          |
| 27     | H. Pralanna Kumar                  | 23E11A66A6 | CSM-A      | 11-11 | H. Pralanna        |
| 28     | V. Venkata Sai Reddy               | 23E11A6686 | CSM-B      | 11-11 | V. Venkata Sai     |
| 29     | J. Saikumar                        | 23E11A6658 | CSM-A      | 11-11 | J. Saikumar        |
| 30     | T. Uma Mahesh                      | 23E11A6684 | CSM-B      | 11-11 | T. Uma Mahesh      |
| 31     | S. Sri Harsha                      | 23E11A6679 | CSM-B      | 11-11 | S. Sri Harsha      |
| 32     | K. Srikanth                        | 23E11A6666 | CSM-B      | 11-11 | K. Srikanth        |
| 33     | K. Lakshmi Kanth                   | 23E11A6660 | CSM-A      | 11-11 | K. Lakshmi         |
| 34     | J. Siddharth Raj                   | 23E11A6659 | CSM-A      | 11-11 | J. Siddharth       |
| 35     | Manas. I                           | 23E11A6657 | CSM-A      | 11-11 | Manas              |
| 36     | Mohammed Saif                      | 23E11A66A9 | CSM-B      | 11-11 | Mohammed           |
| 37     | B. Pavan Sai                       | 23E11A6648 | CSM-A      | 11-11 | B. Pavan           |
| 38     | K. AKSHAY KUMAR                    | 23E11A66A3 | CSM-B      | 11-11 | K. AKSHAY          |
| 39     | K. Bunny                           | 23E11A66A1 | CSM-B      | 11-11 | K. Bunny           |
| 40     | P. Vishnu vardhan                  | 23E11A6672 | CSM-B      | 11-11 | P. Vishnu          |
| 41     | R. Dhanya Raj                      | 23E11A6604 | CSM-A      | 11-11 | R. Dhanya          |
| 42     | N. Varshitha                       | 23E11A6630 | CSM-A      | 11-11 | N. Varshitha       |





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| SL No. | Name                  | Roll No   | Department | Year  | Signature   |
|--------|-----------------------|-----------|------------|-------|-------------|
| 43     | M. Manogna            | 23EUA6660 | CSM-B      | II-II | [Signature] |
| 44     | N. Varshini Sameeda   | 23EUA6632 | CSM-A      | II-II | [Signature] |
| 46     | B. Architha           | 23EUA6607 | CSM-A      | II-II | [Signature] |
| 47     | Kuchayakanti Varshini | 23EUA6624 | CSM-A      | II-II | [Signature] |
| 48     | Kuna Dargan           | 23EUA6625 | CSM-A      | II-II | [Signature] |
| 49     | Gudham Harini         | 23EUA6654 | CSM-A      | II-II | [Signature] |
| 50     | Naragani Sanjay       | 23EUA6631 | CSM-A      | II-II | [Signature] |
| 51     | Halreddy Varshitha    | 23EUA6668 | CSM-B      | II-II | [Signature] |
| 52     | Booni R. K. Reddy     | 23EUA6607 | CSM-A      | II-II | [Signature] |
| 53     | Chidara Harshitha     | 23EUA6608 | CSM-A      | II-II | [Signature] |
| 54     | Durgapathi Varshini   | 23EUA6612 | CSM-A      | II-II | [Signature] |
| 55     | M. S. Reddy           | 23EUA6669 | CSM-B      | II-II | [Signature] |
| 56     | M. Shiva Kumar        | 23EUA6670 | CSM-B      | II-II | [Signature] |
| 57     | Kolaji Anusha         | 23EUA6678 | CSM-B      | II-II | [Signature] |
| 58     | Harshitha K. S. Reddy | 23EUA6679 | CSM-B      | II-II | [Signature] |
| 59     | Sukaripally Kirthana  | 23EUA6683 | CSM-B      | II-II | [Signature] |
| 60     | K. V. Reddy           | 23EUA6699 | CSM-B      | II-II | [Signature] |
| 61     | Jupelly Jagadish      | 23EUA6696 | CSM-B      | II-II | [Signature] |
| 62     | Koppolu Rahul         | 23EUA66A2 | CSM-B      | II-II | [Signature] |
| 63     | Kotha Akshay Kumar    | 23EUA66A3 | CSM-B      | II-II | [Signature] |
| 64     | Moraji Chaitanya      | 23EUA66B1 | CSM-B      | II-II | [Signature] |
| 65     | Patnam Kanishk        | 23EUA66B3 | CSM-B      | II-II | [Signature] |
| 66     | Pathavathi Babu       | 23EUA66B5 | CSM-B      | II-II | [Signature] |
| 67     | Rachakonda Tharun     | 23EUA66B7 | CSM-B      | II-II | [Signature] |
| 68     | Rakkam Chaitanya      | 23EUA66B8 | CSM-B      | II-II | [Signature] |
| 69     | Rudeni Manish Reddy   | 23EUA66C0 | CSM-B      | II-II | [Signature] |
| 70     | Teelkapalli Keeshtana | 23EUA66C1 | CSM-B      | II-II | [Signature] |
| 71     | Krishambore Pooja     | 23EUA66A6 | CSM-B      | II-II | [Signature] |
| 72     | Vanam Ajay Sai        | 23EUA66C5 | CSM-B      | II-II | [Signature] |
| 73     | Thonda Sreedhar       | 23EUA66C3 | CSM-B      | II-II | [Signature] |
| 74     | Prithula Manikanta    | 23EUA66B6 | CSM-B      | II-II | [Signature] |
| 75     | Kamathu Satya Ganesh  | 23EUA6676 | CSM-B      | II-II | [Signature] |
| 76     | Kikhola Anusha        | 23EUA6678 | CSM-B      | II-II | [Signature] |
| 77     | Shaik Eshar           | 23EUA6687 | CSM-B      | II-II | [Signature] |
| 78     | Barne Pravalika       | 23EUA6687 | CSM-B      | II-II | [Signature] |
| 79     | Bachu Varshini        | 23EUA6688 | CSM-B      | II-II | [Signature] |
| 80     | Balagani Pranay       | 23EUA6691 | CSM-B      | II-II | [Signature] |
| 81     | Ediga Sai Pranav Goud | 23EUA6673 | CSM-B      | II-II | [Signature] |
| 82     | Gudam Rakshit         | 23EUA6675 | CSM-B      | II-II | [Signature] |





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| SL No. | Name                | Roll No    | Department | Year  | Signature    |
|--------|---------------------|------------|------------|-------|--------------|
| 83     | Gavva Shrawya Betty | 23E11A6615 | CSM-A      | II-II | G.S. Reddy   |
| 84     | G. Manikanta        | 23E11A6616 | CSM-A      | II-II | Manikanta    |
| 85     | Karnati Kavya       | 23E11A6619 | CSM-A      | II-II | Kavya        |
| 86     | M. P. Kumari        | 23E11A6629 | CSM-A      | II-II | M.P. Kumari  |
| 87     | Kothapally Vijay    | 23E11A6623 | CSM-A      | II-II | Vijay        |
| 89     | Kennu Karanesh      | 23E11A6642 | CSM-A      | II-II | Karanesh     |
| 90     | Nimmala Vinay Reddy | 23E11A6642 | CSM-A      | II-II | N.V. Reddy   |
| 91     | Gaddam Hasini       | 23E11A6654 | CSM-A      | II-II | Hasini       |
| 92     | Goli Samatha        | 23E11A6656 | CSM-A      | II-II | Samatha      |
| 93     | Bogidi Jagadeesh    | 23E11A6649 | CSM-A      | II-II | B. Jagadeesh |
| 94     | Kondara Manikanta   | 23E11A6661 | CSM-A      | II-II | Manikanta    |
| 95     | Kotha Samjana Reddy | 23E11A6662 | CSM-A      | II-II | K.S. Reddy   |
| 96     | Kodtham Vishnavi    | 23E11A6663 | CSM-A      | II-II | Vishnavi     |
| 97     | P. B. Chandan       | 23E11A6664 | CSM-A      | II-II | Chandan      |
| 98     | Ranga Ragini        | 23E11A6665 | CSM-A      | II-II | Ranga Ragini |
| 99     | Sulli Sumit         | 23E11A6666 | CSM-B      | II-II | Sumit        |
| 100    | Uthayam Jashna      | 23E11A6667 | CSM-B      | II-II | Jashna       |
| 101    | Muddan Shiva Goud   | 23E11A6602 | CSM-B      | II-II | Goud         |
| 102    | Sai Manoj           | 23E11A6670 | CSM-B      | II-II | Manoj        |
| 103    | D. A. Kumar         | 23E11A6672 | CSM-B      | II-II | Kumar        |
| 104    | E. S. P. Goud       | 23E11A6693 | CSM-B      | II-II | Goud         |
| 105    | V. V. Kumar         | 23E11A6685 | CSM-B      | II-II | V.V. Kumar   |
| 106    |                     |            |            |       |              |
| 107    |                     |            |            |       |              |
| 108    |                     |            |            |       |              |
| 109    |                     |            |            |       |              |
| 110    |                     |            |            |       |              |