

Event Completion Report

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 06th 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.

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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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**




ENTREPRENEURSHIP
THE KEY TO SUCCESS

VENUE: CAD LAB

**TIME : 1:30 PM
ONWARDS**

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



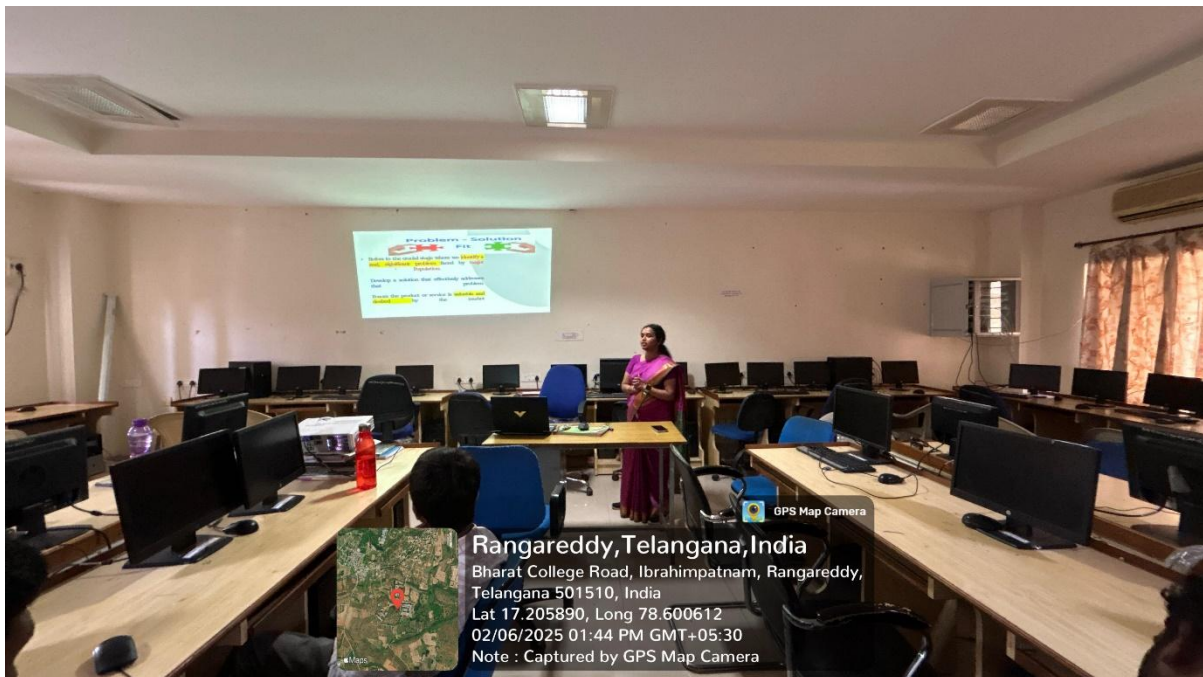
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4









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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	
2	M. Revanth Reddy	23E11A6627	CSM	11-11	
3	P. Asavind Reddy	23E11A66B4	CSM	11-11	
4	Abhinav Venkata Praveen Sri Harsha	24E15A6603	CSM	11-11	
5	K. Pranavi	23E11A66A4	CSM-B	11-11	
6	K. Narasimha Raju	24E15A6601	CSM-B	11-11	
7	S. Bhavani	23E11A66B9	CSM-B	11-11	
8	M. Rashmitha	23E11A66A7	CSM-B	11-11	
9	M. Akhila Reddy	23E11A66A5	CSM-B	11-11	
10	K. Sravani	23E11A6667	CSM-B	11-11	
11	D. Niharika	23E11A6611	CSM-A	11-11	
12	E. Sravani	23E11A6613	CSM-A	11-11	
13	A. Bhargavi	23E11A6644	CSM-A	11-11	
14	P. Sandhya	23E11A6673	CSM-B	11-11	
15	Ch. Akshitha	23E11A6652	CSM-A	11-11	
16	B. Vamsi Reddy	23E11A6609	CSM-A	11-11	
17	N. Vinay Reddy	23E11A6633	CSM-A	11-11	
18	K. Umesh	23E11A6622	CSM-A	11-11	
19	S. Koushith	23E11A6638	CSM-A	11-11	
20	C. Saikeerthi	23E11A6651	CSM-A	11-11	
21	E. V. S. Shanmukha Prasad	23E11A6653	CSM-A	11-11	
22	Kanchan Kumari	23E11A6620	CSM-A	11-11	
23	Nithesha	23E11A6605	CSM-A	11-11	
24	Architha	23E11A6606	CSM-A	11-11	
25	N. Manuathi Manikantha	23E11A6671	CSM-B	11-11	
26	K. Dinesh Bharu	23E11A6621	CSM-A	11-11	
27	H. Pralanna Kumar	23E11A66A6	CSM-A	11-11	
28	V. Venkata Sai Reddy	23E11A66E6	CSM-B	11-11	
29	J. Saikumar	23E11A6658	CSM-A	11-11	
30	T. Uma Mahesh	23E11A6684	CSM-B	11-11	
31	S. Sri Harsha	23E11A6679	CSM-B	11-11	
32	K. Srikanth	23E11A6666	CSM-B	11-11	
33	K. Lakshmi Kanth	23E11A6660	CSM-A	11-11	
34	J. Siddharth Raj	23E11A6659	CSM-A	11-11	
35	Manas. I	23E11A6657	CSM-A	11-11	
36	Mohammed Saif	23E11A66A9	CSM-B	11-11	
37	B. Pavan Sai	23E11A6648	CSM-A	11-11	
38	K. ARSHAY KUMAR	23E11A66A3	CSM-B	11-11	
39	K. Bunny	23E11A66A1	CSM-B	11-11	
40	P. Vishnu vardhan	23E11A6672	CSM-B	11-11	
41	R. Dhanya Raj	23E11A6604	CSM-A	11-11	
42	N. Varshitha	23E11A6630	CSM-A	11-11	



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SL No.	Name	Roll No	Department	Year	Signature
43	M. Manogna	23EUA666D	CSMA-B	II-II	[Signature]
44	N. Varshini Sameeda	23EUA6632	CSM-A	II-II	[Signature]
46	B. Architha	23EUA6607	CSM-A	II-II	[Signature]
47	Kucharakudi Varshini	23EUA6624	CSM-A	II-II	[Signature]
48	Kuma 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	Chidarla Harshitha	23EUA6670	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	23EUA6671	CSM-B	II-II	[Signature]
57	Kolupu Anusha	23EUA6678	CSM-B	II-II	[Signature]
58	Harshitha K. S. Reddy	23EUA6674	CSM-B	II-II	[Signature]
59	Sukaripally Kirthana	23EUA6683	CSM-B	II-II	[Signature]
60	K. V. Reddy	23EUA6679	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 Kanith	23EUA66B3	CSM-B	II-II	[Signature]
66	Pathavathi Babu	23EUA66B5	CSM-B	II-II	[Signature]
67	Kachakonda Tharun	23EUA66B7	CSM-B	II-II	[Signature]
68	Rakkam chorishma	23EUA66B8	CSM-B	II-II	[Signature]
69	Rudeni Manish Reddy	23EUA66C0	CSM-B	II-II	[Signature]
70	Teelkapalli Keerthana	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 Sparshita	23EUA66C3	CSM-B	II-II	[Signature]
74	Prithula Manikanta	23EUA66B6	CSM-B	II-II	[Signature]
75	Kamachari 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	Banne 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	Gudham 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
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