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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 Febuary to 7th Febuary 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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Problem – Solution Fit

- 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.

SOLUTION

WHAT · WHY · WHERE · WHEN · WHO · HOW

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WHY TO VALIDATE

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

- Example: **Google glass failure**

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Bharat College Road, Ibrahimpatnam, Rangareddy,
Telangana 501510, India
Lat 17.205949, Long 78.600676
02/06/2025 01:52 PM GMT+05:30
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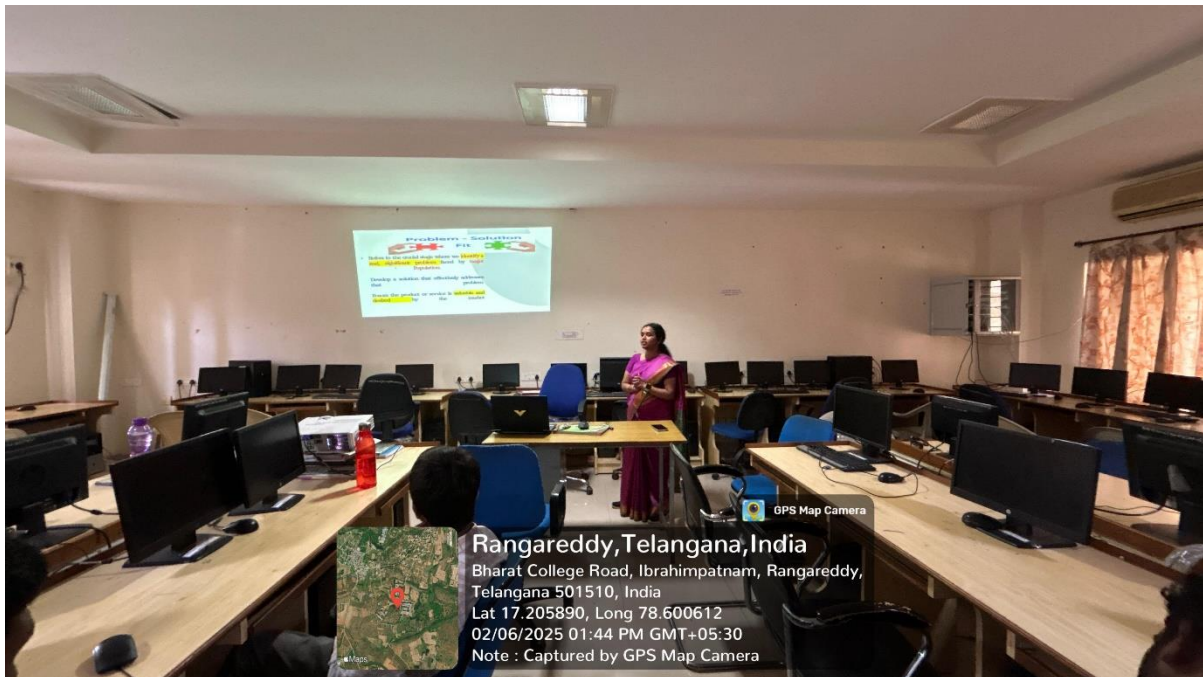(Ministry of HRD Initiative)

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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	23E11A66UD	CSM	II-II	
2	M. Revanth Reddy	23E11A6627	CSM	II-II	Revon
3	P. Aravind Reddy	23E11A66B4	CSM	II-II	
4	Attigam Venkata Pavan Sri Harsha	24E15A6603	CSM	II-II	
5	K. Pranavi	23E11A66A4	CSM-B	II-II	
6	K. Narasimha Raju	24E15A6601	CSM-B	II-II	
7	S. Bhavani	23E11A66B9	CSM-B	II-II	S.Bhavani
8	M. Rashmitha	23E11A66A7	CSM-B	II-II	
9	M. Akhila Reddy	23E11A66A5	CSM-B	II-II	M.Raj
10	K. Sravani	23E11A6667	CSM-B	II-II	K.Sravi
11	D. Niharika	23E11A6611	CSM-A	II-II	
12	E. Sravani	23E11A6613	CSM-A	II-II	
13	A. Bhargavi	23E11A6644	CSM-A	II-II	A.Bhargavi
14	P. Sandhya	23E11A6673	CSM-B	II-II	Sandhya
15	ch. Akhitha	23E11A6652	CSM-A	II-II	Akhil
16	B. Vamshi Reddy	23E11A6609	CSM-A	II-II	vam
17	N. Vinay Reddy	23E11A6633	CSM-A	II-II	Vinay
18	K. Umesh	23E11A6622	CSM-A	II-II	K.Umesh
19	S. Koushith	23E11A6638	CSM-A	II-II	Koushith
20	C. Saironak	23E11A6651	CSM-A	II-II	
21	E.V.S. Shanmukha Pranav	23E11A6653	CSM-A	II-II	
22	Kanchan Kumari	23E11A6620	CSM-A	II-II	
23	Nitheesha	23E11A6605	CSM-A	II-II	Nitheesha
24	Architha	23E11A6606	CSM-A	II-II	Arch
25	N. Maruthi Manikantha	23E11A6671	CSM-B	II-II	Maruthi
26	K. Dinesh Bhanu	23E11A6621	CSM-A	II-II	
27	H. Prajanna Kumar	23E11A66A6	CSM-B	II-II	
28	V. Venkata Sai Reddy	23E11A6686	CSM-B	II-II	V.V.SaiReddy
29	J. Saikumar	23E11A6658	CSM-A	II-II	Sai
30	T. UmaMahesh	23E11A6684	CSM-B	II-II	
31	C. Sai Harsha	23E11A6679	CSM-B	II-II	
32	K. Srikanth	23E11A6666	CSM-B	II-II	Srikanth
33	K. Laxmi Kanth	23E11A6660	CSM-A	II-II	
34	J. Siddharth Raj	23E11A6659	CSM-A	II-II	
35	Manas. I	23E11A6657	CSM-A	II-II	Manas
36	Mohammed Saif	23E11A66A9	CSM-B	II-II	Saif
37	B. Pavan sai	23E11A6648	CSM-A	II-II	B.Pan
38	K. Akshay Kumar	23E11A66A3	CSM-B	II-II	
39	K. Bunny	23E11A66A1	CSM-B	II-II	k.Bun
40	P. Vishnu Vardhan	23E11A6672	CSM-B	II-II	p.vichy
41	B. Bhargya Raj	23E11A6604	CSM-A	II-II	
42	N. Varshitha	23E11A66B0	CSM-A	II-II	Varshitha

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SL No.	Name	Roll No	Department	Year	Signature
43	M. Manogna	23EIIA66FD	CSM Bri	II-II	
44	N. ~~Vakhil~~ Sameera	23EIIA6632	CSM-A	II-II	Samerra
46	B. Architha	23EIIA6607	CSM-A	II-II	Architha
47	Kucharukanti Vamshi	23EIIA6624	CSM-A	II-II	KVamshi
48	Kuna Bhargav	23EIIA6625	CSM-A	II-II	Bhargu
49	Guddam Hasini	23EIIA665B	CSM-A	II-II	Hasini
50	Naragani Sanjay	23EIIA6631	CSM-A	II-II	N. Sanjay
51	Malreddy Varshitha	23EIIA6668	CSM-A	II-II	Varshitha
52	Booni R.V. Reddy	23EIIA6607	CSM-A	II-II	Roshne
53	Chidarla Harshitha	23EIIA66l0	CSM-A	II-II	
54	Durgapathi Varshini	23EIIA6612	CSM-B	II-II	
55	M.S. Reddy	23EIIA6669	CSM-B	II-II	
56	M.Shiva Kumar	23EIIA6670	CSM B	II-II	Shiva
57	Poluju Anusha	23EIIA6673	CSM B	II-II	Anusha
58	~~Patlam~~ Isani Keshutha	23EIIA6674	CSM B	II-II	
59	Sukaipally Kavithana	23EIIA6683	CSM B	II-II	Sukaspally
60	K.V. Reddy	23EIIA6699	CSM B	II-II	
61	Jupelly Joggadish	23EIIA6696	CSM B	II-II	Jayadish
62	Roppolla Rahul	23EIIA66A2	CSM B	II-II	Rahul
63	Kotha Akshay Kumar	23EIIA66A3	CCM B	II-II	AKm
64	Moraju Chandu	23EIIA66B1	CSM B	II-II	MChandu
65	Padnam Ranjith	23EIIA66B3	CSM B	II-II	Ranjith
66	Pathlavath Babu	23EIIA66B5	CSM B	II-II	Babu
67	Rachakonda Tharun	23EIIA66B7	CSM B	II-II	Tharun
68	Rakkam Cherishma	23EIIA66B8	CSM B	II-II	K.Reddy
69	Sudeni Manish Reddy	23EIIA66C0	CSM B	II-II	M Reddy
70	Teilkapalli Keerthana	23EIIA66C1	CSM B	II-II	
71	Krishambre Pooja	23EIIA66A8	CSM B	II-II	Sui
72	Vanam Ajay Sai	23EIIA66C5	CSM B	II-II	Harikanth
73	Thonda Speedy	23EIIA66C3	CSM B	II-II	T Speedy
74	Pothala Manikanta	23EIIA66B6	CSM B	II II	Manitot
75	Ramadasu Satya Ganesh	23EIIA66FG	CSM B	II II	Ganesh
76	Tikhala Anusha	23EIIA66F8	CSM B	II II	Anush
77	Shaik Eshan	23EIIA66S1	CSM B	II II	Eshan
78	Bayne Pravalika	23EIIA6687	CSM B	II II	Pravalika
79	Bachu Varshini	23EIIA6688	CSM B	II II	Varshini
80	Balugani Pranay	23EIIA6691	CSM B	II II	Pranay
81	Edija Saj Pavan Goud	23EIIA66FB	CSM B	II II	Pavan
82	Guddam Rakshita	23EIIA66FG	CSM B	II II	Rakshita

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SL No.	Name	Roll No	Department	Year	Signature
83	Gauva Shrauya Reddy	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. Kumar	23E11A6629	CSM-A	II-II	RMP
87	Kothapally Vijay	23E11A6623	CSM-A	II-II	Paramesh
89	Venna Paramesh	23E11A6642	CSMA	II-II	Paramesh
90	Nimmala Vinay Reddy	23E11A6640	CSMA	II II	N.V. Reddy
91	Gaddam Hasini	23E11A6654	CSMA	II II	Hasini
92	Goli Samatha	23E11A6656	CSMA	II-II	Samatha
93	Bagidi Jagadesh	23E11A6649	CSMA	II-II	B. Jagadesh
94	Kondara Manikanta	23E11A6661	CSMA	II-II	M
95	Kotha Sanjana Reddy	23E11A6662	CSMA	II-II	KS Reddy
96	Kootham Vyshnavi	23E11A6663	CSMA	II-II	Vyshnavi
97	Jo. B. Chandra	23E11A6664	CSMA	II-II	
98	Kuorya Ragini	23E11A6665	CSMA	II-II	Korya Ragini
99	Sulli Sunni	23E11A666	CSMB	II-II	Sunil
100	Malyam Jashna	23E11A666C7	CSMB	II-II	Jashna
101	Muadlan Shiva Goud	23E11A6602	CSMB	II-II	Goud
102	Sai Manoj	23E11A6690	CSMB	II-II	Manoj
103	D. A. Kumar	23E11A6692	CSMB	II-II	P Kumar
104	E. S. P. Goud	23E11A6693	CSMB	II-II	Goud
105	V. V. Kumar	23E11A6685	CSMB	II-II	V.V. Kumar
106					
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