

Department: Mechanical Engineering

Event Title: Session on Achieving Problem-Solution Fit & Product-Market Fit

Start date: 23/01/2024

End date: 23/01/2024

Duration of events: 5hr 30 minutes

Program Type: (tick only one)

Workshop	Leadership Talk	Motivational Speech	Field visit	If other, then specify the type
		Y		

Program Theme: (Tick only one)

IPR	R&D and Innovation	Entrepreneurship	Startup	Design Thinking & Critical Thinking	Incubation & Pre-Incubation
				Y	

Mode of Session delivery: Offline

No. of Students participation (Minimum 40): 43

No. of faculty participation: 05

No. of External participation (if any): NIL

Objective of event (should be related to I/E/IPR): Workshop seeks to provide participants with useful knowledge and doable tactics for attaining Product-Market Fit and Problem-Solution Fit in their endeavors. Participants will acquire a profound comprehension of recognizing and verifying crucial client pain points, enhancing their solutions correspondingly, and smoothly moving to a phase when their product corresponds with market needs via engaging dialogues and case studies.

Benefits in terms of learning / skill / knowledge obtained (should be related to I/E/IPR):

Practical Skills: Develop practical abilities in locating, verifying, and optimizing solutions to get Problem-Solution Fit. **Strategic Insight:** To effectively satisfy market expectations, cultivate a strategic mentality for evaluating and modifying product-market fit. **Iterative Learning:** Recognize that product development is an iterative process and learn how to modify products in response to user feedback.

Attach following proof in doc/jpeg/pdf:

1. Poster of event



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nirf-Innovation **NBA** **CS I-GAUGE**

INSTITUTION'S INNOVATION COUNCIL (Ministry of HRD Initiative)

GL BAJAJ FIND YOUR SPARK Approved by AICTE & Affiliated to AKTU

GL BAJAJ Center for Research and Incubation Greater Noida

EXPERT SPEAKER

**Session on
Achieving Problem-Solution Fit
& Product-Market Fit**

Organized by
**Department of
Mechanical Engineering &
Institute innovation council**

Dr. Arvind Nath Sinha
Professor-Department of Management Studies,
GL Bajaj Institute of Technology and Management

Time: 10:00 am onwards
Venue: GL Bajaj

2. 2-3 Photograph with minimum 1 photograph showing maximum participation.





3. Session plan / brochure / document /overall report of event/activity

Overall Report: Participant preparation for effective product development was greatly aided by the Achieving Problem-Solution Fit & Product-Market Fit workshop. Identifying consumer pain spots, validating solutions, and strategically aligning products with market expectations were among the practical tactics that attendees explored. The session emphasized adaptability and well-informed decision-making while fostering a thorough grasp of the iterative nature of product development through interactive discussions and real-world case studies. After attending, participants had acquired useful skills for navigating the ever-changing field of product management. These tools would help them make sure their ideas effectively address real-world challenges and resonate with target consumers. Attendees are positioned for long-term success in achieving both Problem-Solution Fit and Product-Market Fit thanks to the session's emphasis on comprehensive learning outcomes and practical applicability.