

1. **Session Title:** Achieving Problem – Solution fit and Product – Market fit
2. **Description:** . . Achieving problem-solution fit and product-market fit are crucial milestones for startups and businesses. Problem-solution fit refers to the extent to which a product or service addresses a specific problem or pain point for its target audience. Product-market fit, on the other hand, indicates that a product or service meets the needs of its target market and gains significant traction.
3. **Objectives of Competition**
 1. To understand how to validate that the problem is worth solving
 2. To know how to build and test Minimum Viable Product

Outcomes of Competition

1. Students will understand separate problem from the solution
2. This can help to aware of minimum viable product

4. Session Images







4.Session Theme: Entrepreneurship

5. Organised On : 08th Feb, 2025

6. Student Participants number: 45

7. Faculty Participants number: 2

8. Organised as : IIC Calendar Activity 7.0

9. Keywords: Product , Market, problem , Entrepreneurship

10. Video Link :

<https://drive.google.com/file/d/1hk0MKYJJ1Cg6mPoOqpVemRXCbiBr8la/view?usp=sharing>

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13. Lead Expert's Designation : Professor, HOD

14. Lead Expert's Organisation : Aurora PG College



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Department of Master of Business Administration
in Association with the Institution's Innovation Council (IIC 7.0)
Organising a

**"Session on Achieving Problem-Solution Fit and
Product - Market Fit"**

Date : 08 - 02 - 25, Time : 10 AM, Venue : Seminar Hall, Block D

Reg.link : <https://forms.gle/DUm7AxzhkZBe83Wc8>

Speaker

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