



Report of the IIC Program

1. Title of the event : “Achieving Problem - Solution Fit and Product - Market Fit”
2. Quarter in which activity conducted : Q2
3. Category of the activity : IIC 7.0 Calendar
4. Program Type : Level 1- Seminar
5. Program Theme : Innovation and Design Thinking
6. Date &Time : 18th February 2025
7. Duration (in hours) : 2 hrs.
8. No of Student Participants : 112
9. No of Faculty Participants : 6
10. No of External Participants (if any) : Nil
11. Expenditure incurred (if any) :
12. Mode of Delivery : Offline
13. Any other remarks : -

14. Objectives of the Activity (In100words):

- The main objective of this program is to educate students on Key Concepts – Provide a clear understanding of Problem-Solution Fit and Product-Market Fit, their differences, and their importance in building a successful business.
- Teach students how to conduct customer research, identify pain points, and validate real-world problems before developing a solution.
- Guide them on how to create and refine a product or service that directly addresses identified problems in a meaningful and scalable way.
- Help participants define and profile their ideal customers to ensure their product aligns with the right market segment.

15. Benefits in terms of learning/Skill/Knowledge obtained:

- Students can learn practical frameworks and methodologies for achieving these fits, such as the Lean Startup methodology, customer development, and design thinking. This gives them a structured approach to tackle the challenges of building a successful product.
- Seminar used real-world case studies of successful and unsuccessful startups to illustrate the concepts and challenges involved by which students were able to get valuable insights.

- Students can Gain insights into how businesses can scale effectively after achieving product-market fit..
- Students can acquire knowledge to define and reach the right customer base.
- Students can enhance problem-solving skills by identifying market gaps and designing innovative solutions.
- They can learn how to assess market demand, adapt products, and make data-driven business decisions.
- They can learn from successful and failed businesses to understand the challenges and best practices in achieving product-market fit.

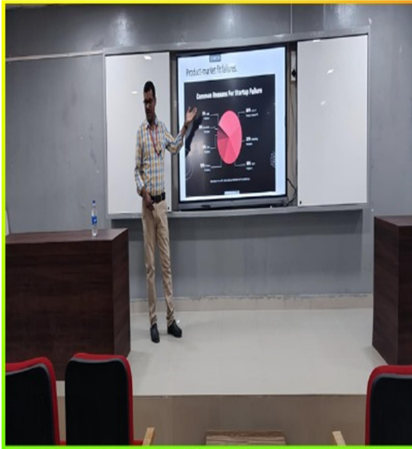
16. Web Links:

- Twitter- https://x.com/mrcetofficial/status/1892767293752459674?t=vuX_EmMGNrKrB4a5jAmFWg&s=08
- Facebook- <https://www.facebook.com/share/p/1A2i5ivf6E/>
- Instagram- <https://www.instagram.com/p/DGUYnc5SrmE/?igsh=dXptZDlyd3ZiaWV2>

Signature of IIC Coordinator

Signature of HOD

Signature of IIC President





**MALLA REDDY COLLEGE OF
ENGINEERING AND TECHNOLOGY**
(Autonomous Institution - UGC, Govt. of India)

Department of Information Technology

In Association with MRCET R&D CELL

ORGANIZES SESSION

ON

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



Date & Time: 18-2-2025 10:30 AM ONWARDS	RESOURCE PERSON Mr. R. CHANDRA SHEKHAR Associate Professor	Venue: IT SEMINAR HALL
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Dr. V. S. K. REDDY Director	Dr. S. SRINIVASA RAO Principal	Dr. T. VENU GOPAL Dean	Dr. P. H. V. SESHU TALPA SAI Dean, R&D
Dr. D. SUJATHA Dean-CSE	Dr. G. SHARADA HOD -IT	Ms. P. SWETHA IIC COORDINATOR	

