



**QIS COLLEGE OF ENGINEERING AND TECHNOLOGY
(AUTONOMOUS)**

Approved by AICTE | Permanent Affiliation: JNTU-Kakinada | UGC-Recognized

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Ponduru Road, Vengamukkapalem, Ongole, Prakasam (Dt), Andhra Pradesh - 523272

09.12.2022

Report on Session on Achieving Problem-Solution Fit and Product-Market Fit

Title of the Programme	:	Session on Achieving Problem-Solution Fit and Product-Market Fit
Resource Person	:	Dr.D.V.A.Rama Sastry, Associate Professor, KL University, Vijayawada, AP.
Date and Time	:	08.12.2022 & 10.00 AM to 4.30 PM
Mode of Session	:	Offline
Meet App	:	NA
Total number of Participants	:	Attended : 193

Brief details of the event:

On December 8, 2022, QISCET - EDC & IIC held a The topic of the session was Achieving Problem-Solution Fit & Product-Market Fit. Dr. D.V.A. Rama Sastry spoke throughout the session. described the meaning of the solution fit product as solution to a problem with customer specific approach not as money making approach, He illustrated, that the first stem is identifying the problem and then the customer should be identified which may have usual buying behaviour not willing to change the buying approach or new buying behaviour, willing to try new products and sometimes the usual consumers are forced to adopt to the new solutions

Response of the audience: The professors gained a thorough understanding of the subject, how to launch firms, and their significance. The level of questions the students asked the expert was a clear indication of their learning. He was able to pique the faculties' interest in the subject, and the session developed into a fantastic dialogue-based one where the faculties asked frequent questions and the expert was kind enough to provide answers to practically all of them.

Faculty Coordinator Name & Email ID: Dr.S.Suresh Kumar,

sureshkumar.s@qiscet.edu.in

Learning Outcomes:

Faculty members acquired in-depth information about the significance of startups, a frame work for solution fit as acronym -I (Ideate) D (Developing the content of the idea) E (Engaging the customers to retain them) A (assessing the roadmap and outcome).. The topic included crucial components of product development and startup operations.



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Expert Narration:

The session was opened by Dr. D.V. A. Rama Sastry with a practical demonstration of one of the most recent startups that had just been created in his organisation. An entrepreneurial ways test the product and do refinements to make it market fit product and enhance the product to make it accepted and retained. Production can be done by systematic manner. Open and quicker approach is required for iteration. He explained that business model and plan are different.

Event Photos:



Date: 09.12.2022

Place: Ongole

Dr.S.Suresh Kumar,
Event Coordinator