



**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

**26.02.2024**

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

<b>Title of the Programme</b>	:	Session on Achieving Problem-Solution Fit and Product-Market Fit
<b>Resource Person</b>	:	<b>Mr. Wasim Akram,</b> Lead Simulation Engineer – Casting, Centre of Excellence Caterpillar.
<b>Date and Time</b>	:	24.02.2024 & 9.30 AM to 12.30 PM
<b>Mode of Session</b>	:	Offline
<b>Meet App</b>	:	NA
<b>Total number of Participants</b>	:	Attended : 63

**Brief details of the event:**

On February 24, 2024, QISCET - EDC & IIC hosted a session on Achieving Problem-Solution Fit & Product-Market Fit, with Mr. Wasim Akram as the speaker. He emphasized that achieving product-market fit involves providing a solution to a specific customer problem rather than focusing solely on profit. Mr. Akram explained that the initial step is identifying the problem, followed by identifying the customer segment, which may consist of those with habitual buying behaviors reluctant to change, or those open to trying new products. He also noted that sometimes, consumers are compelled to adopt new solutions.

**Response of the audience:** The professors acquired a deep understanding of the subject, including the intricacies of launching firms and their importance. The quality of the students' questions to the expert underscored their engagement and learning. The expert successfully sparked the professors' interest, leading to an enriching dialogue where they asked numerous questions, and the expert generously addressed nearly all of them.

**Faculty Coordinator Name & Email ID:** Mr.N.Manikanta,

[manikanta.n@qiscet.edu.in](mailto:manikanta.n@qiscet.edu.in)

**Learning Outcomes:**

Student members gained a comprehensive understanding of the importance of startups and a framework for achieving solution fit, represented by the acronym IDEA: Ideate, Develop the content



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of the idea, Engage the customers to retain them, and Assess the roadmap and outcome. The topic covered essential aspects of product development and startup operations.

### Expert Narration:

Mr. Wasim Akram opened the session with a practical demonstration of one of the most recent startups created in his organization. He emphasized the entrepreneurial approach of testing the product, refining it to achieve market fit, and enhancing its acceptance and retention. He highlighted the importance of a systematic production approach and the need for an open and quick iteration process. Additionally, he clarified the distinction between a business model and a business plan.

### Event Photos:



Date: 26.02.2024

Place: Ongole

Mr.N.Manaikata  
Coordinator