



AVIT
ANUPADAI VEDU INSTITUTE OF TECHNOLOGY



**VINAYAKA MISSION'S
RESEARCH FOUNDATION**
(Deemed to be University under section 3 of the UGC Act 1956)



INSTITUTION INNOVATION COUNCIL (IIC) – AVIT DEPARTMENT/ASSOCIATION

Any one social media Url Link Facebook/Twitter/Instagram/LinkedIn	https://www.instagram.com/p/C3ZczqmOliK/?igsh=cWl1MXRnOGJmMWhl		
Program Driven by IIC Calendar Activity/ MIC Driven Activity/ Celebration Activity/Self driven activity	IIC Driven Activity		
Event Title	Expert talk on "Achieving problem- Solution fit and Product Market Fit "		
Resource Person	Dr. Pa.Suriya Innovation Amabassdor, Civil Engineering, AVIT		
Academic year	2023 - 2024	Date: 16/02/2024	
Program Type Level 1 - Expert Talk/ Exposure Visit/ Mentoring Session (2 to 4 Hours) Level 2 – Conference / Exposure Visit / Seminar / Workshop (5 to 8 Hours) Level 3 – Bootcamp/ Competition/ Demo Day/ Exhibition / Workshop (9 to 8 Hours) Level 4 – Challenges/ Hackathon/ Tech Fest (Greater than 18 hours)	Level 1 – Expert Talk (2.5 Hours)		
Program Theme IPR & Technology Transfer / Innovation & Design Thinking / Entrepreneurship & Startup / Pre-Incubation & Incubation Management	Entrepreneurship & StartUp		
Start date & End Date (DD/MM/YYYY)	16/02/2024	16/02/2024	
Duration of the activity (in Mins) & Start Time & End Time	Duration: 150 Mins.	Start Time: 9:30 AM	End Time: 12:00 PM
Participants	Students: 56	Faculty: 3	External: 1
Mode of session (online / offline) * Online Video Url compulsory	Offline		
Event Organizer / Coordinator Faculty Name / Department / Designation	Dr.Pa.Suriya/ Civil Engineering /Assistant Professor (Grade II)		
Expenditure	NA		



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<p>Objective (100 letters only)</p>	<p>To Identify a viable business idea that fulfils a need in Problem - solution Fit</p> <p>To understand your target audience, competitors, and potential demand for your product or service.</p> <p>To establish a set of principles that will guide your Market decisions and actions.</p>
<p>Benefits in terms of learning/skill/Knowledge obtained (150 letters only)</p>	<p>The Participants could understand and analyse stages of development in Product Market fit and top reasons for Start Ups Failure. The process of creating a business plan that outlines a company's objectives, business strategy, financial forecasts, and operational plans was described by the speaker. Solving the problems of the customer also included in the session. The session also threw light on Key Metrics of Product Market Fit, How to measure Product Market Fit and Mini Exercise of Product Market Fit.</p>

Report:

Institution Innovation Council (IIC) - AVIT & Ganesan Incubation and Entrepreneurship Cell GIEC organized **Expert talk on "Achieving problem-Solution fit and Product Market Fit"** for the Students on 16th February 2024 at GIEC, AVIT.

Dr.L.Prabhu (IIC President & Vice Principal Admin, AVIT) delivered the welcome address and briefed about the gathering regarding significance and necessity of the conducting the session. He also shared his ideas of problem solution fit and lateral thinking requirement for the current trend.

Then, followed by resource person **Dr. Pa.Suriya, Innovation Ambassador** shared her problem solution fit and Product Market fit. She also discussed about how exactly to find the root cause of the problems existing among the customers etc.,

Students from engineering department has interacted with the resource person with their perspectives.

The event was concluded with a feedback session among the participants.



Resource person delivering the speech to the students

EVENT BROCHURE



AVIT
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Cordially invites you all for the

**Expert Talk on
Achieving
problem-Solution fit
and Product Market Fit**

16.02.2024 09.30 a.m GIEC

Resource Person
Dr. Pa. Suriya
Assistant Professor-II,
Civil Engineering, AVIT

Organized by : Institution Innovation Council, AVIT

EVENT GALLERY



Expert sharing her ideas in session



Resource person discussing with students



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**VINAYAKA MISSION'S
RESEARCH FOUNDATION**
Established as the educational research center in the year 1987



**INSTITUTION'S
INNOVATION
COUNCIL**
Celebrating 4th anniversary



Group of students listening the session

Event Co ordinator

IIC - President