



ATHARVA EDUCATIONAL TRUST'S
ATHARVA COLLEGE OF ENGINEERING

(Approved by AICTE, Recognized by Government of Maharashtra
& Affiliated to University of Mumbai - Estd. 1999 - 2000)
ISO 2100:2018 ISO 14001:2015 ISO 9001:2015

NAAC Accredited A+

Department of Electronics and Telecommunications Engineering
ACADEMIC YEAR: 2024-25 (ODD SEMESTER)

ACE/EXTC/FR/64/2024-25

Date: 14/9/24

Report of Seminar on “Achieving Problem-Solution Fit & Product-Market Fit”

Event Name	Seminar in collaboration with Internal Quality Assurance Cell (IQAC-ACE), Institution’s Innovation Council (IIC-ACE), ISTE Faculty Chapter ACE & IEEE Atharva SBC62431
Venue:	Smart Classroom 2, Fifth Floor, Phase 1, ACE
Date & Time:	11th of September 2024, 10.00am onwards
Speaker Name and Designation:	Dr. Bhavin Shah HOD, Department of Electronics & Telecommunication Engineering, Atharva College of Engineering, Mumbai, ARIIA Coordinator-iCell & Innovation Ambassador of IIC (Ministry of Education’s Innovation Cell)
Topic of the Event:	“Achieving Problem-Solution Fit & Product-Market Fit”
Mode of conduction:	Offline mode
Targeted Audience:	Faculty members of Atharva College of Engineering
Coordinators of Event:	Prof. Mahalaxmi Palinje (ISTE,Coordinator, ACE) Prof. Ruchi Chauhan (Coordinator, EXTC, ACE) Prof. Shikha Malik (Coordinator, EXTC, ACE) Prof. Charushila Pawar (Coordinator, EXTC, ACE)
No. of participants:	65
Brief Description of event :	1) The session was conducted for the Faculty Members of Atharva College of Engineering by Dr. Bhavin Shah - H.O.D. - Department of Electronics & Telecommunication Engineering (EXTC), ARIIA Coordinator-iCell & Innovation Ambassador of IIC (Ministry of Education’s Innovation Cell)



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	2) The session focused on the various issues for Early stage startup failure & prime focus for market analyzing & customer needs & wants prior to launching any product in market especially for the early stage startups. Objective of seminar: 1) To equip participants with the knowledge, tools, and strategies necessary to validate their business ideas to ensure their products or services effectively address real market needs. 2) To define what constitutes a problem-solution fit and why it's crucial for business success. 3) Explore methods for validating whether a proposed solution effectively addresses the identified problem. 4) Define product-market fit and its importance in scaling a business. Outcome of Seminar: 1) Clearly articulate the problems they aim to solve and verify that these problems are significant and prevalent within their target market. 2) Design solutions that effectively address the identified problems and utilize various validation methods to test their effectiveness. 3) Apply best practices and frameworks for achieving problem-solution fit and product-market fit in their own projects, using insights gained from the seminar. 4) Develop strategies for scaling their business based on a solid foundation of problem-solution and product-market fit, and understand how to use feedback and market data to continuously improve their product.
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EXTC Dept Coordinator, ACE

Dr. Bhavin Shah
HOD EXTC, ACE



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MUMBAI

Dr. Ramesh Kulkarni
Principal, ACE