



**AVIT**  
ANUPADAI VEEDU INSTITUTE OF TECHNOLOGY



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



**INSTITUTION'S  
INNOVATION  
COUNCIL**  
(Ministry of HRD Initiative)

**INSTITUTION INNOVATION COUNCIL (IIC) – AVIT  
DEPARTMENT/ASSOCIATION**

<b>Any one social media Url Link</b> Facebook/Twitter/Instagram/LinkedIn	<a href="https://www.instagram.com/p/C3ZczqmOliK/?igsh=cW11MXRnOGJmMWhl">https://www.instagram.com/p/C3ZczqmOliK/?igsh=cW11MXRnOGJmMWhl</a>		
<b>Program Driven by</b> IIC Calendar Activity/ MIC Driven Activity/ Celebration Activity/Self driven activity	IIC Driven Activity		
<b>Event Title</b>	Expert talk on "Achieving problem- Solution fit and Product Market Fit "		
<b>Resource Person</b>	Dr. Pa.Suriya Innovation Amabassdor, Civil Engineering, AVIT		
<b>Academic year</b>	2023 - 2024	Date: 16/02/2024	
<b>Program Type</b> 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)		
<b>Program Theme</b> IPR & Technology Transfer / Innovation & Design Thinking / Entrepreneurship & Startup / Pre-Incubation & Incubation Management	Entrepreneurship & StartUp		
<b>Start date &amp; End Date</b> (DD/MM/YYYY)	16/02/2024	16/02/2024	
<b>Duration of the activity (in Mins) &amp; Start Time &amp; End Time</b>	Duration: 150 Mins.	Start Time: 9:30 AM	End Time: 12:00 PM
<b>Participants</b>	Students: 56	Faculty: 3	External: 1
<b>Mode of session</b> (online / offline) * Online Video Url compulsory	Offline		
<b>Event Organizer / Coordinator</b> Faculty Name / Department / Designation	Dr.Pa.Suriya/ Civil Engineering /Assistant Professor (Grade II)		
<b>Expenditure</b>	NA		



**AVIT**  
AARUPADAI VEEDU INSTITUTE OF TECHNOLOGY



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



**INSTITUTION'S  
INNOVATION  
COUNCIL**  
(Ministry of HRD Initiative)

<p><b>Objective (100 letters only)</b></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><b>Benefits in terms of learning/skill/Knowledge obtained ( 150 letters only)</b></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 throwed 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 16<sup>th</sup> 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.,



**AVIT**  
AARUPADAI VEEDU INSTITUTE OF TECHNOLOGY



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



**INSTITUTION'S  
INNOVATION  
COUNCIL**  
(Ministry of HRD Initiative)

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**



**AVIT**  
AARUPADAI VEEDU INSTITUTE OF TECHNOLOGY



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



**INSTITUTION'S  
INNOVATION  
COUNCIL**  
(Ministry of HRD Initiative)

## EVENT BROCHURE

**AVIT**  
AARUPADAI VEEDU INSTITUTE OF TECHNOLOGY

**DIAMOND  
FOCALUS**

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

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

**AICTE**  
Approved for  
A Grade by NAAC

**INSTITUTION'S  
INNOVATION  
COUNCIL**  
(Ministry of HRD Initiative)

**Organized by : Institution Innovation Council, AVIT**

## EVENT GALLERY



**Expert sharing her ideas in session**



**Resource person discussing with students**



**Group of students listening the session**



**Event Co ordinator**



**IIC - President**