



Sinhgad Institutes

**Institution's Innovation Council (IIC)**  
**Sinhgad Institute of Technology,**  
**Lonavala**

*Session on*  
**Achieving "Value Proposition Fit" &  
"Business Fit"**

**Innovation**

Online Mode

**21<sup>TH</sup>  
Sept**

**10<sup>AM</sup>  
START**

Speaker: Mr. Ashitosh Shitole  
Founder :Ashlesha Electricals

Use URL to join the  
session  
<http://surl.li/ddpvr>

Date: 22/10/2021

**Report**  
**on**  
**“Achieving Value Proposition Fit & Business Fit”**

Department of Electrical Engineering has organized a session on “**Achieving Value Proposition Fit & Business Fit**” on 21<sup>st</sup> September 2021 in association with Institution’s Innovation Council (IIC), Sinhgad Institute of Technology, Lonavala.

The Event is inaugurated by Mr. M. N. Kalgunde, Head, Department of Electrical Engineering, and Ms. S. V. Tade, Asst. Professor, Department of Electrical Engineering introduced event resource person.

The event is organized in online mode (MS Teams), stated at 9.30 am and ends at 12.00 pm.

**Link for the Event:** <https://teams.microsoft.com/l/meetup-join/19%3ae9b675c73fdc41e38fcb36426a24a240%40thread.tacv2/1664286042138?context=%7b%22Tid%22%3a%2222796e7e-c327-42e9-bef4-6f0d422b5fde%22%2c%22Oid%22%3a%2228b2258a5-4ad6-4f77-893e-0ead70af2a7%22%7d>

**Objective:** - To assist you in designing great Value Propositions that match your Customer's needs and jobs-to-be-done and helps them solve their problems

**Resource person:** - Mr. Ashutosh Shitole, Founder of Ashlesha Electricals

**No. of participant:** - 08 Faculties and 31 students

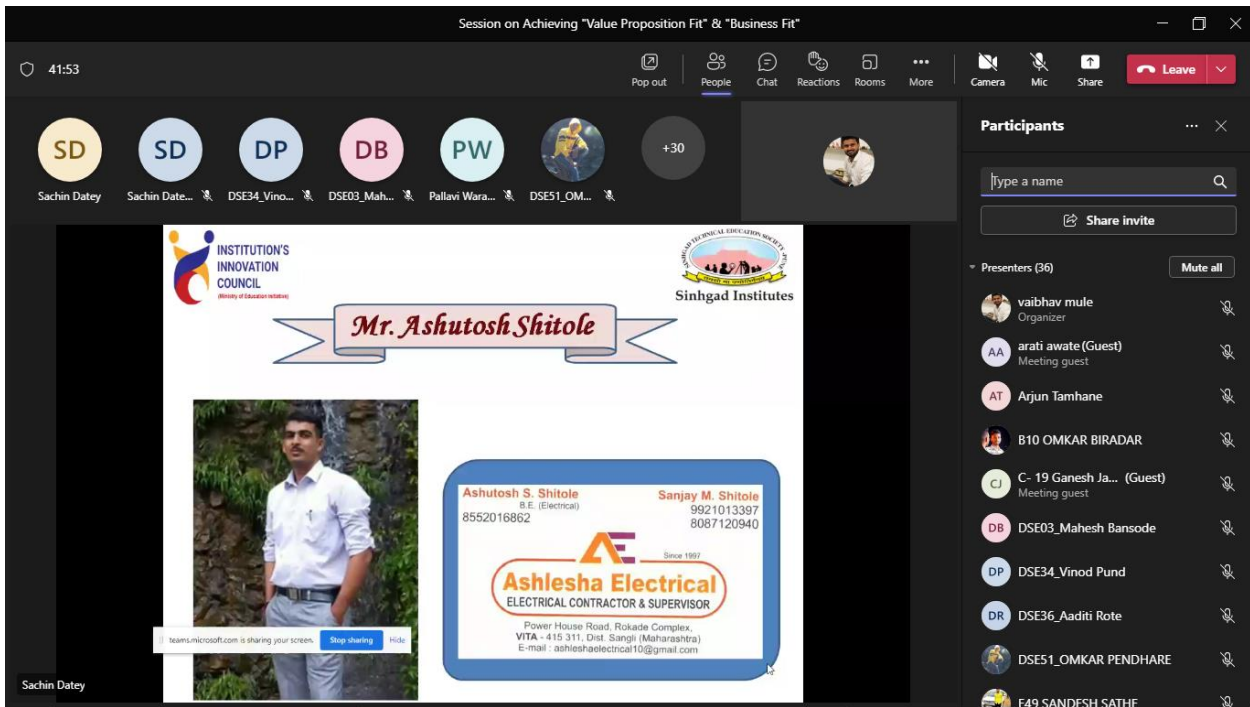
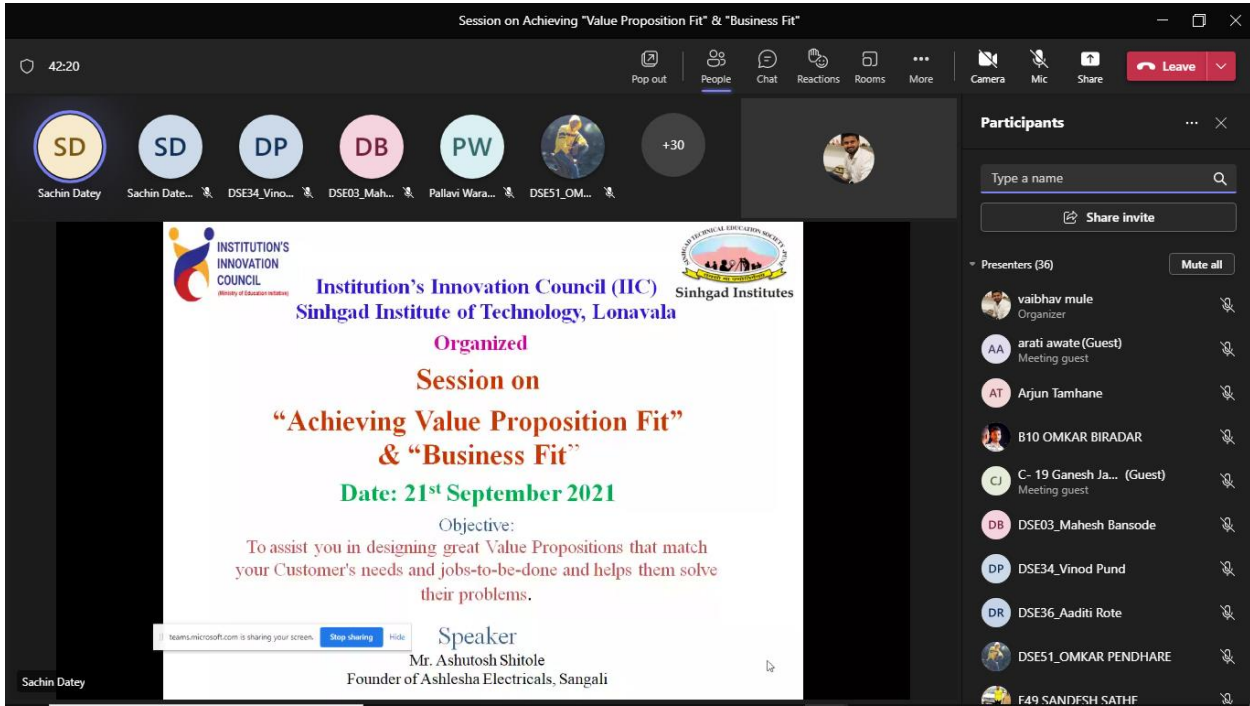
In this session Mr. Ashutosh Shitole explained Purpose of Value Proposition and the reason why customers turn to your company over another. Each Value Proposition consists of a selected bundle of products and/or services that caters to the requirements of a specific Customer Segment.

Students actively participated in small Question and Answer session on same.

**Key Outcome:** - After completion of this event participant are able to:

- Design and develop their products and services with customers as their prime consideration.
- Arsenal of analytical tools and research methodologies to improve product’s chances of achieving product-market fit.
- Describe in detail their products’ value propositions and target customer segments.
- Enterprises and startups can use this canvas before building an in-depth knowledge of their customers,

**The Photos of the event**



Session on Achieving "Value Proposition Fit" & "Business Fit"

32:23

Pop out People Chat Reactions Rooms More Camera Mic Share Leave

SD SD DP DB PW +17

Sachin Datey Sachin Date... DSE34\_Vino... DSE03\_Mah... Pallavi Wara... DSE51\_OM...

Attaining Business Fit: Startup Planning and Management

Startup Planning & Management

Attaining Business Fit

Darshana Parmar Jain  
 CEO  
 Snapper Future Tech

Participants

Type a name

Share invite

DR DSE36\_Aaditi Rote  
 DSE51\_OMKAR PENDHARE  
 E49 SANDESH SATHE  
 H hitesh (Guest) Meeting guest  
 KB KISHOR BHOSAL... (Guest) Meeting guest  
 MK Manohar Kalgun... (Guest) Meeting guest  
 PM Pallavi Mehtre  
 PW Pallavi Wararkar External  
 SD Sachin Datey External  
 SD Sachin Datey (Guest) Meeting guest

Sachin Datey 1:37 / 1:27:10

Session on Achieving "Value Proposition Fit" & "Business Fit"

31:58

Pop out People Chat Reactions Rooms More Camera Mic Share Leave

SD SD DP DB PW +17

Sachin Datey Sachin Date... DSE34\_Vino... DSE03\_Mah... Pallavi Wara... DSE51\_OM...

Via Cisco Webex

HOW TO GET PRODUCT MARKET FIT?

1. Identify underserved customer needs
2. Determine your target customers
  - Market Segmentation
  - Create persona archetypes
  - Define Beachhead Market
3. Primary Market Research
  - Create a Survey
  - Reach out to atleast 5-10 personas from each segment
4. Secondary Market Research
5. Define your value proposition
6. Create a Business Model.
7. Measure your product-market fit – Total Addressable Market
8. Specify your minimum viable product feature set
9. Create your minimum viable product prototype
10. Product PMR

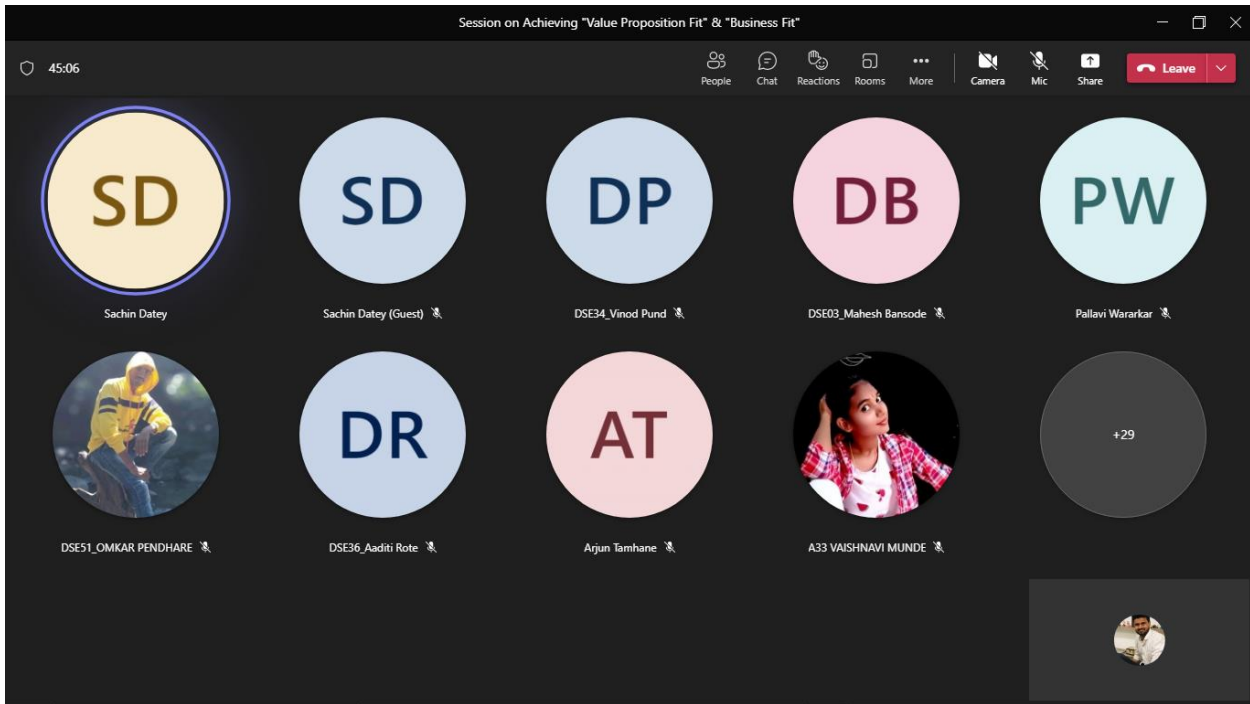
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Sachin Datey



*Aal*  
HOD

Department of Electrical Engineering