

Event brochure



 **Institution's Innovation Council (IIC)**
(IC201912236)
In association with
Sinhgad Institute of Technology, Lonavala
Department of Electrical Engineering
Session On
“Achieving Problem-Solution Fit and Product-Market Fit”
Date: 27 Feb 2023 at 3:00 to 4:45 pm
Objective:-Building an Innovation/product fit for market and on Integrating the Market Research at the early stage of Start-up Planning.
 **To join a session on Google Meet, click this link: <https://meet.google.com/egt-fuwj-ymv>**

Mr. Yogesh Brahmankar NIC Business Planner Speaker	Dr. M. S. Chaudhari IIC Convener SIT, Lonavala	Dr. D. D. Chaudhari IIC President SIT, Lonavala	Dr. M. S. Gaikwad Principal SIT, Lonavala
--	--	---	---

Date: 28/02/2023

Report
on
“Achieving Problem-Solution Fit and
Product-Market Fit”

Department of Electrical Engineering has organized a session on **“Achieving Problem-Solution Fit and Product-Market Fit”** on 27th February, 2023 in association with Institution’s Innovation Council (IIC-IC201912236), Sinhgad Institute of Technology, Lonavala.

The Event is inaugurated by Mr. S. D. Datey, Head, Department of Electrical Engineering, and Mr. V. P. Mule, Asst. Professor, Department of Electrical Engineering introduced event resource person.

The event is organized in online mode (Google Meet), stated at 3:00 pm and ends at 4:45 pm.

Link for the Event: <https://meet.google.com/egt-fuwj-ymw>

Objective: - Building an Innovation/product fit for market and on Integrating the Market Research at the early stage of Start-up Planning.

Resource person: - Mr. Yogesh B. Brahmkar

Head, Incubation & Entrepreneurship, SCEI

MBA(Innovation & Entrepreneurship) Program Evangelists

No. of participant: - 04 Faculties and 41 students

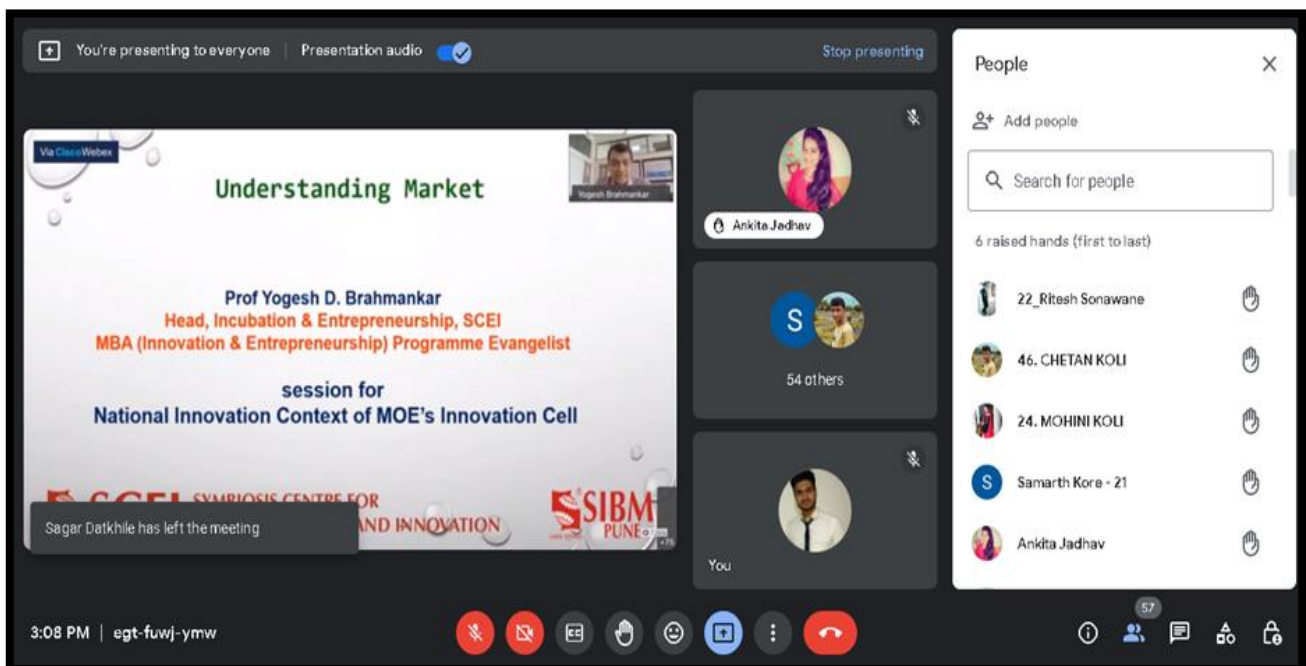
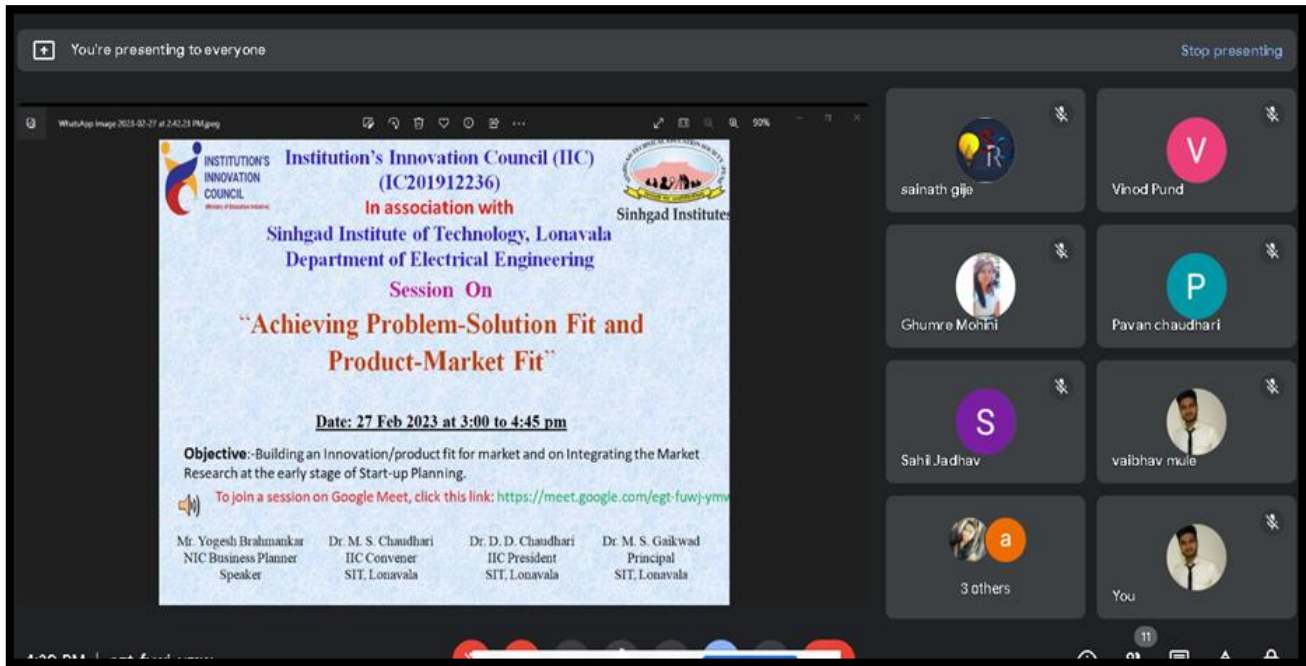
In this session Mr. Yogesh B. Brahmkar explained Purpose of Achieving Problem-Solution Fit and Product-Market Fit to building an innovation/product fit for market and on Integrating the Market Research at the early stage of Start-up Planning.

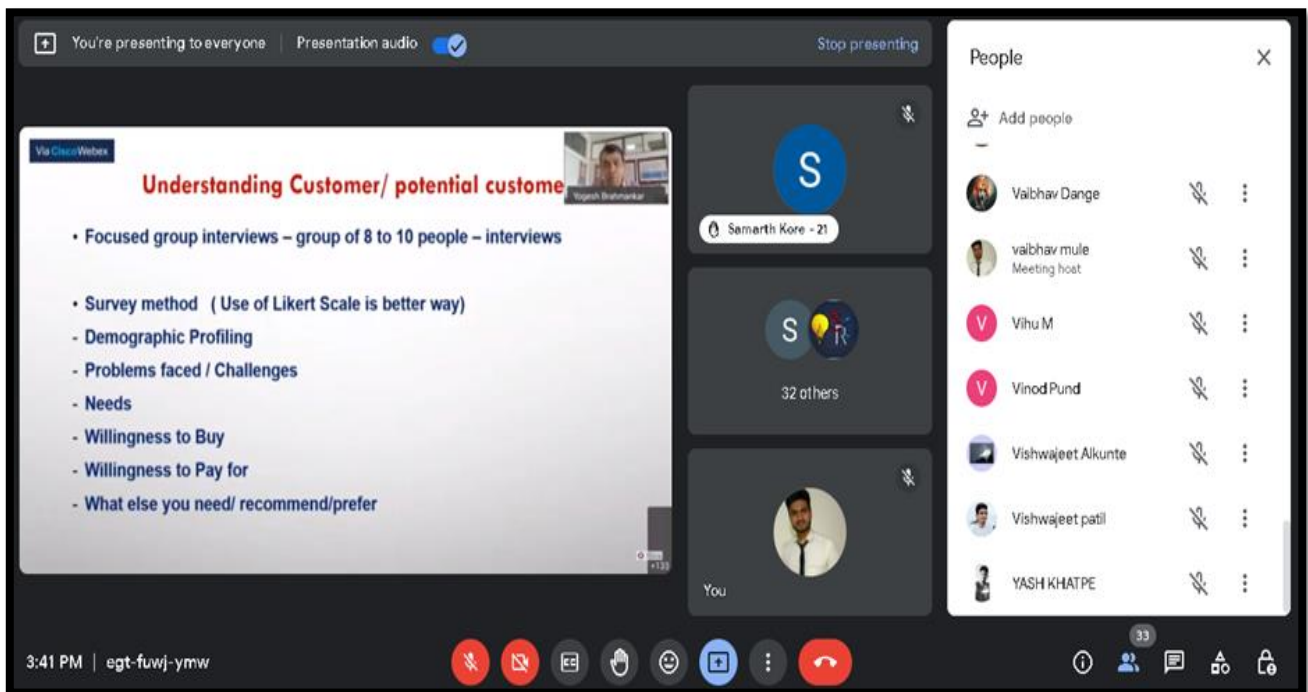
Students actively participated in small Question and Answer session on same.

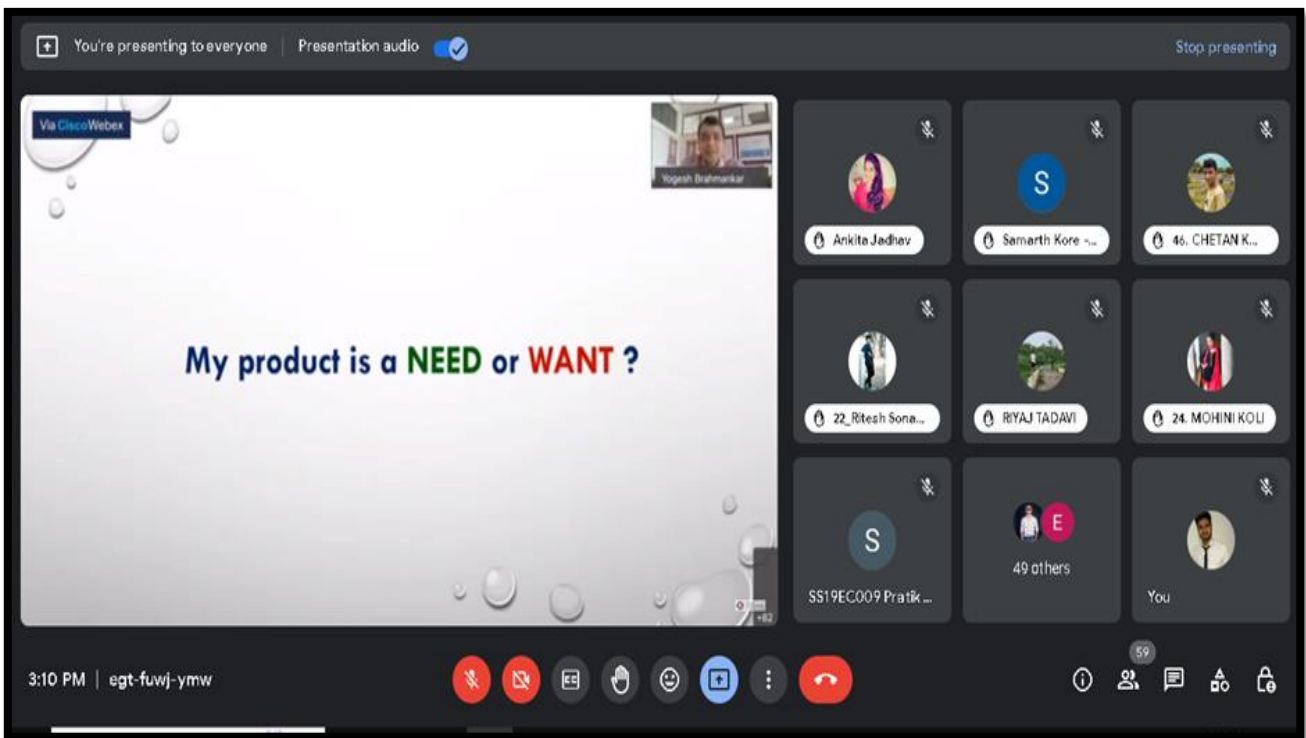
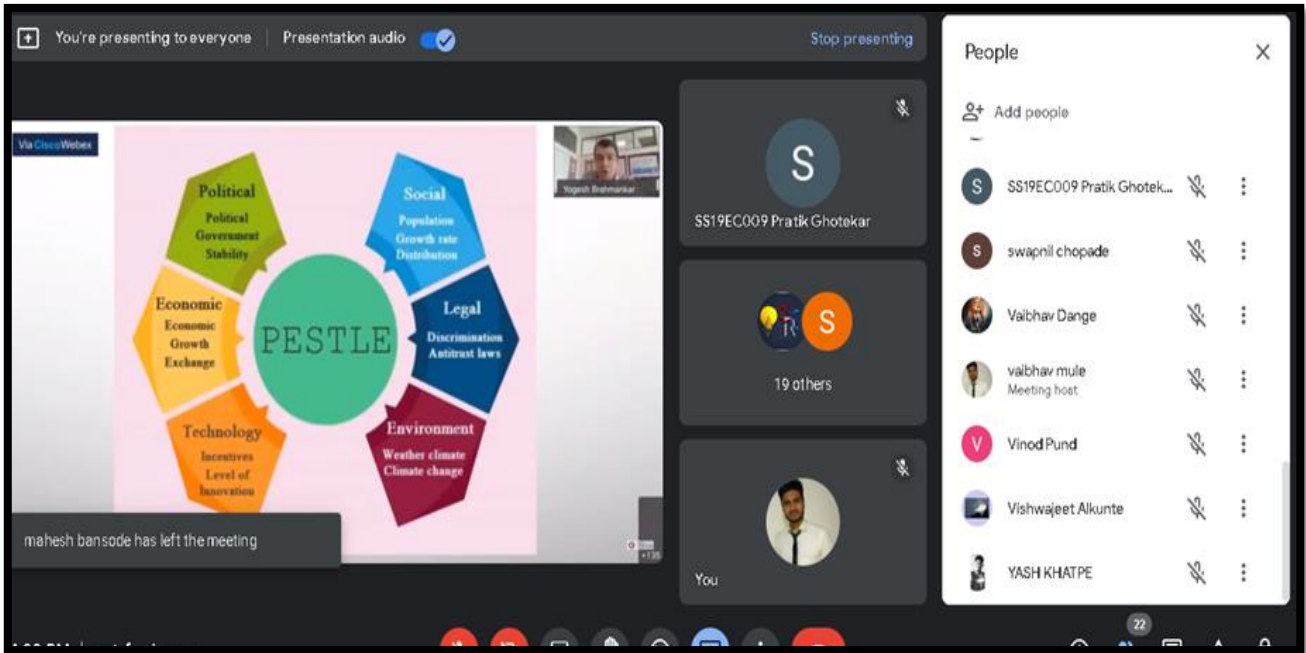
Key Outcome: - After completion of this event participant are able to:

- 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,

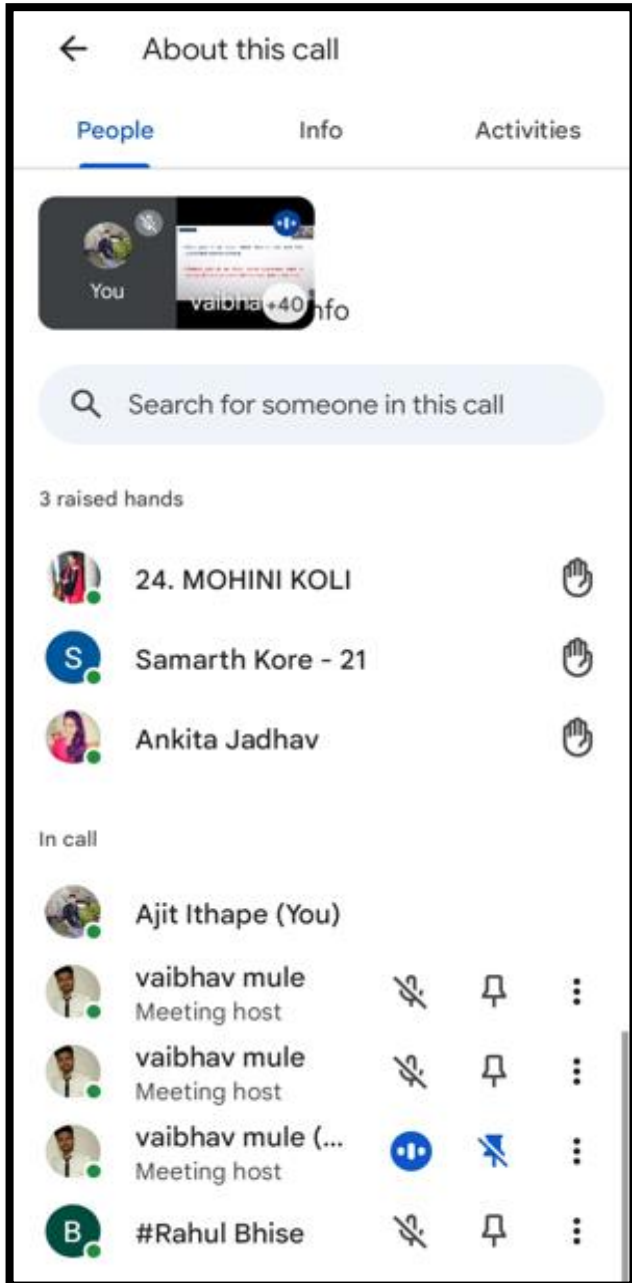
The Photos of the event







Event Attendance



← About this call

People Info Activities

You vaibha+40 info

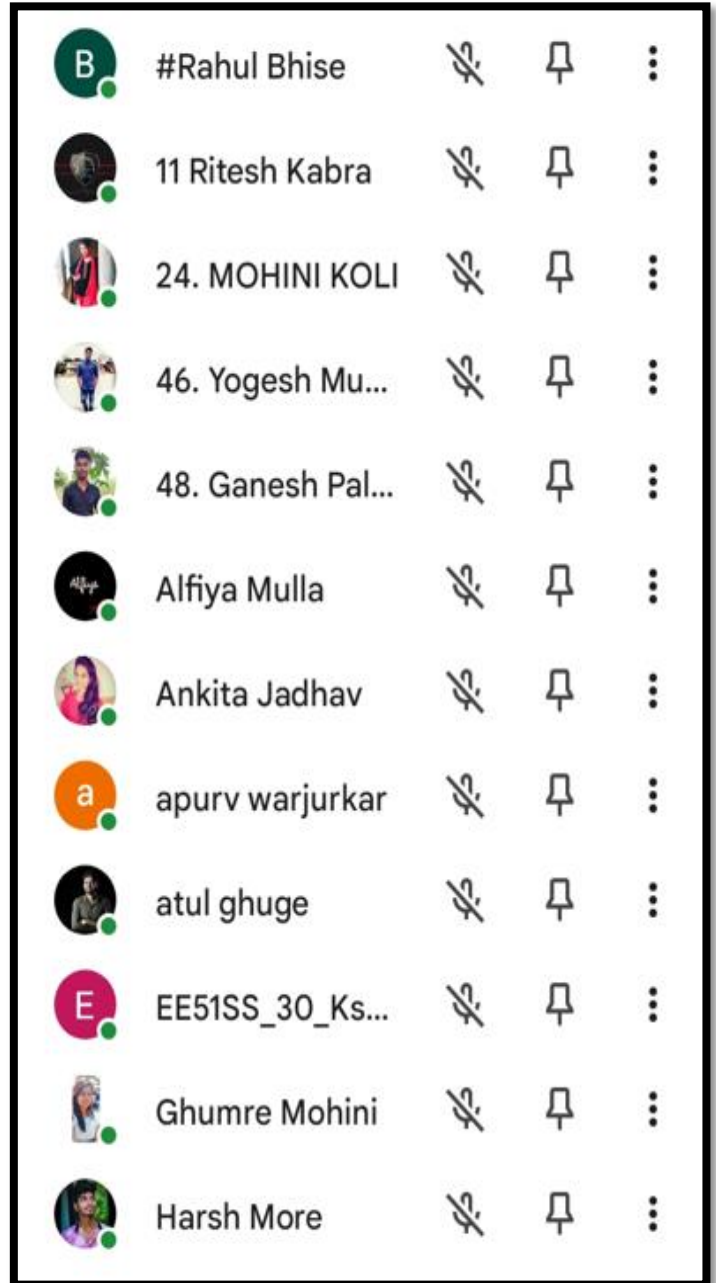
Search for someone in this call

3 raised hands

- 24. MOHINI KOLI
- Samarth Kore - 21
- Ankita Jadhav

In call

- Ajit Ithape (You)
- vaibhav mule Meeting host
- vaibhav mule Meeting host
- vaibhav mule (...) Meeting host
- #Rahul Bhise



- #Rahul Bhise
- 11 Ritesh Kabra
- 24. MOHINI KOLI
- 46. Yogesh Mu...
- 48. Ganesh Pal...
- Alfiya Mulla
- Ankita Jadhav
- apurv warjurkar
- atul ghuge
- EE51SS_30_Ks...
- Ghumre Mohini
- Harsh More

	Himali Kolhe			
	Isa Thote EE2_58			
	mahesh bansode			
	Manish Bhavsar			
	Mohit Mahajan			
	Nikita Suryvan...			
	Omkar Biradar			
	Omkar Pendhare			
	Pankaj Kadam			
	Pavan chaudhari			
	pooja chaudhari			
	Sahil Jadhav			
	sainath gije			

	Samarth Kore -...			
	Sandesh Sathe			
	Shashikant Sap...			
	Shubham Surk...			
	Sneha Dompale			
	SS19EC009 Pra...			
	swapnil chopade			
	Umesh Kumbhar			
	Vaibhav Dange			
	Vinod Pund			
	Vishwajeet Alk...			
	Vishwajeet patil			
	YASH KHATPE			



[Signature]

HOD

Department of Electrical Engineering