

Report on Session on Session on Achieving Problem-Solution Fit & Product-Market Fit

Date: 11th February 2023.

Number of participants: 45



Mr. Dhwanilkumar Bhavsar, Senior Biostatistician IQVIA, presented the students with the problem-solution fit & product-market fit. He guided the students giving his past experiences on problem identification and creating a problem-solution fit and extending or extrapolating the same he Problem-Solution Fit is part of the Customer Discovery Process. You are looking more at who your customer is, what problem they have and what kind of solution you are going to create for that problem. The result of the Problem-Solution Fit is a solution that actually solves your customer's problem.



Dr. Prachi Pandey
Faculty Members



Dr. Ajay. K. Saluja
Director