

A Report on

“Achieving Problem-Solution Fit & Product-Market Fit”

(8th February 2023, Wednesday)

Abstract:

Gandhinagar University had organized a seminar on " Achieving Problem-Solution Fit & Product-Market Fit " under the banner of IIC, SSIP, IPR & IQAC Cells on 8th February 2023, Wednesday at University campus.

Objective:

The objective of the session was to share the information regarding how to solve different technical problems of societies which direct or indirect effect on human being. In the recent era of Innovation and Startup, students need to understand the way of approach to analyse the problem and requirement of the market. By using proper techniques and understanding the mindset of the consumer many problems can be solved with the innovative approach than the conventional one.

Program overview:

The session was started at 01:30 PM at seminar hall A-105 with around 40 student participants. Prof. Vipal Panchal had initiated the session with the definition of Ideation and Innovation. He further added the reason for the failure of new startup innovations. He delivered some practical examples of industries which give important of idea and how to feasible it as per market requirement. He had also explained some key tools to fit the product for the market need and to understand consumer mindset. He had explained the need of market and the way to approach the market with innovative solutions which fits for market. He had concluded the session with different graphs and charts for better visualization of idea and real product. The overall session was very informative and helpful for the students for their career growth as a designer and developer.

Feedback:

I am very thankful to the University for organizing this event where I got a chance to interact with expert and gain knowledge to be the successful entrepreneur. Also, I got the information regarding the different canvas utilities and helpfulness.

-Shubham Sahani -(210120106005)

It was very good enlightening event for the students. We came to know about start up policies for the entrepreneur. Hope to attend same events in future.

- Karan Bhavsar-(2001201190521)

Photo Gallery:

