



Institution's Innovation Council
Saurashtra University

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

24th February 2025

At

Department of Business Management
Saurashtra University Campus, Rajkot

Contents

Saurashtra University – IIC.....	3
Event Schedule.....	3
Brief about the Event.....	4
Key Points.....	4
Outcome.....	4
About the Speaker/Chief Guest.....	5
Connect with us.....	6

Saurashtra University – IIC

The university is dedicated to instruction, research, and extending knowledge to the public (public service). Ministry of Education (MoE), Govt. of India has established 'MoE's Innovation Cell (MIC)' to systematically foster the culture of Innovation among all Higher Education Institutions (HEIs). The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are informative years. Saurashtra University is one the Organization that have constituted the IIC to foster the vision of MoE and be a part for the promotion and development of innovation ecosystem.

Event Schedule

10:30	Welcome
10:45	Awarness Session
11:50	Q n A
12:10	Closing Ceremony

Brief about the Event

Saurashtra University - Institutions' Innovation Council and SU Start-up and Entrepreneurship Council, collaboratively organized a session on 'Achieving Problem-Solution Fit & Product-Market Fit'. The objective was to give participants knowledge about Problem-Solution Fit & Product-Market Fit.

This session was specifically designed for students interested in entrepreneurship, product development, and innovation. It aimed to introduce them to two critical concepts in the startup world: Problem-Solution Fit and Product-Market Fit. The session focused on helping students understand how to identify real-world problems and develop products that effectively address those issues. The goal was to provide students with practical tools to launch and validate their business ideas or projects.

Key Points

Key points discussed during the seminar were:

- Understanding Problem-Solution Fit
- Achieving Product-Market Fit
- Difference between Problem-Solution Fit & Product-Market Fit
- Problem-Solution Fit & Product-Market Fit for startups
- Product life cycle and marketing strategies

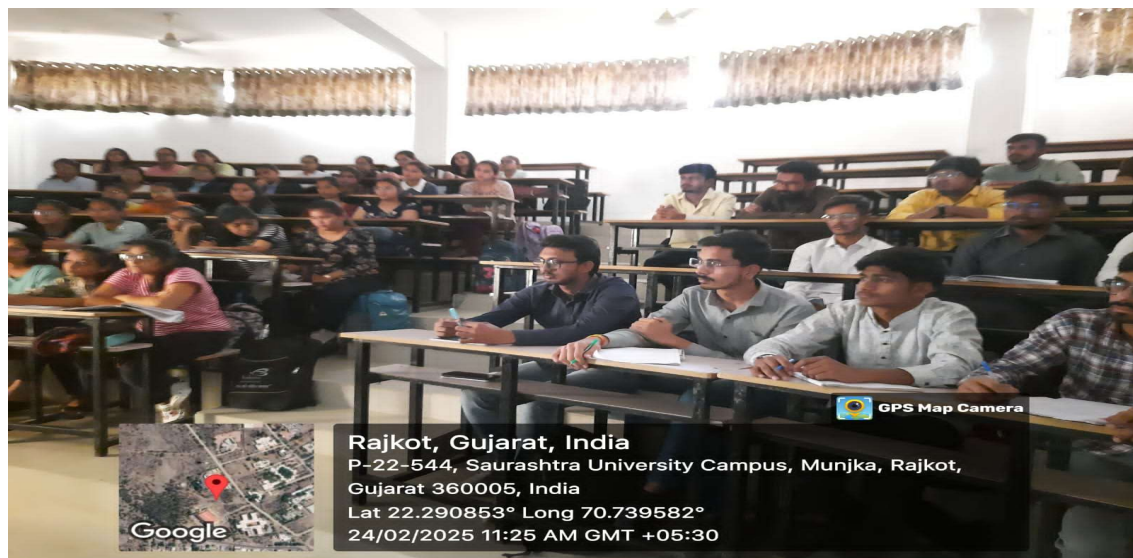
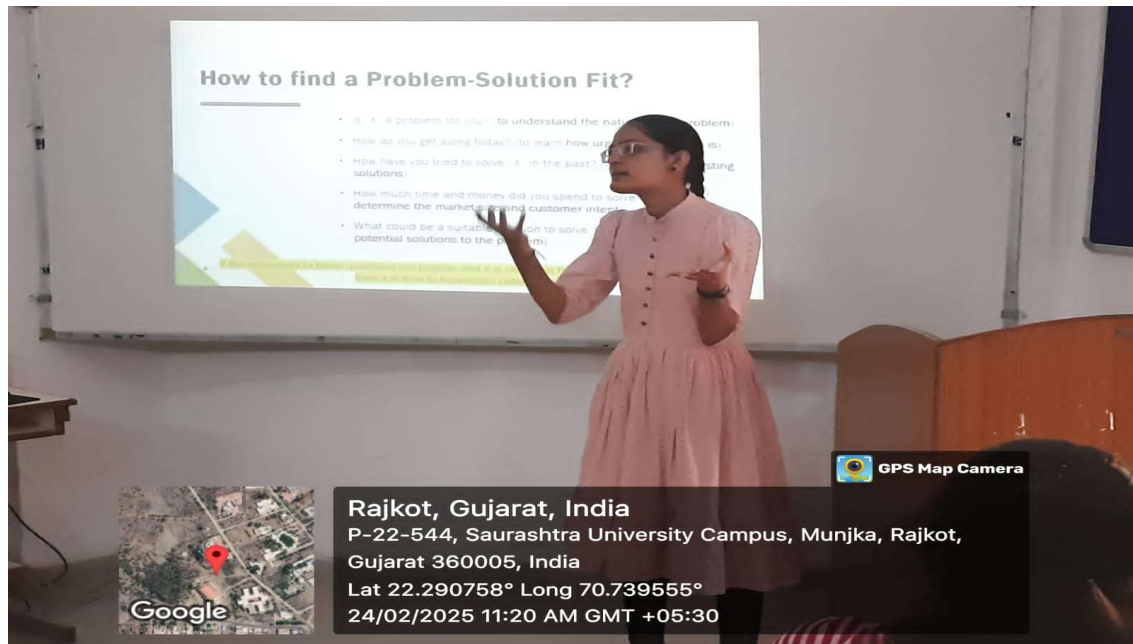
Outcome

The session empowered students with the knowledge and tools to evaluate their ideas critically and strategically. By learning about Problem-Solution Fit and Product-Market Fit, students gained a deeper understanding of the entrepreneurial process, from ideation to validation. The session provided them with a roadmap for testing and refining their ideas through customer insights and feedback.

About the Speaker/Chief Guest

Ms. Palak Sakhiya

Assistant Professor (Marketing)
Department of Business Management
Saurashtra University





Connect with us:



<https://www.linkedin.com/company/susec>



iic@sauuni.ac.in



<https://www.facebook.com/iicsauuni>



[bit.ly/SU-SSIP Location](https://bit.ly/SU-SSIP%20Location)



<https://www.instagram.com/susecrajkot>



<https://bit.ly/SUSEC-youtube>