

**IIC**  
**“Problem Solution Fit and Product Market Mix”**  
**On**  
**24<sup>th</sup> March, 2023**

The Institute Innovation Council of Gitarattan international Business School organized a Session on “Problem Solution Fit and Product Market Fit” on 24<sup>th</sup> March, 2023. The objective of this session was to make students familiar with the concept of Problem Solution Fit and Product Market Fit. The session was conducted by Dr. Ajay Anand, Director Marketing, Enthusiast Global Group. The session began by Presenting a Sapling to our Guest Speaker from Program Coordinator Dr. Sheetal Chadda.



In his session, Dr. Ajay Anand, highlighted that how business managers and start ups are affected the emerging two more P’s, product-market fit and problem-solution fit. He emphasized that with a product-market fit, you may successfully identify what your product should be and test the market with a minimal viable product (MVP). While with the problem-solution fit, you have assessed whether your product solves a problem (or is the product of a problem) that is big enough to warrant its creation.

He made students identify that Problem-solution fit is all about, whether or not your product actually solves the problem it was designed to solve. A product-market fit is important because it means that the startup has a real chance of building a sustainable business.

The strength of 86 students from BBA (4th Semester) attended the IIC. “Problem Solution Fit and Product Market Fit” was concluded by presenting the Memento and Vote of thanks by Ms. Shagun Arora.

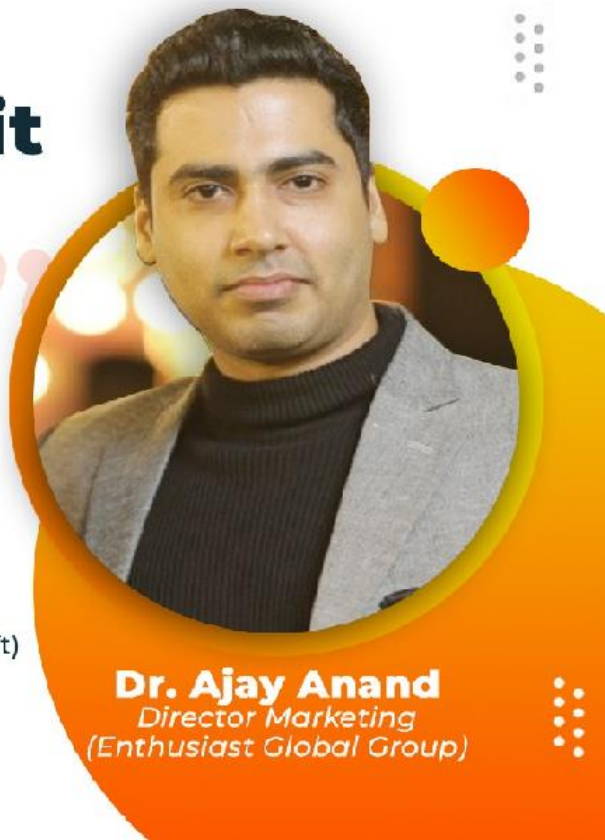
**Prepared by: Shagun Arora, Assistant Professor, giBS**

**FLYER OF THE EVENT**



Organizing Seminar on

# Problem Solution Fit and Product Market Fit



 **24 March**  
Friday

 **11.00AM to 12.30PM**  
BBA 4th Sem. (Evening shift)

 **Seminar Hall**  
(Ground Floor)

**Dr. Ajay Anand**  
Director Marketing  
(Enthusiast Global Group)

<p><b>TYPE OF EVENT</b></p> <p><i>(PDW/Seminar/Jurist Day/ Annual Event/ ALS/PLS/Co-curricular etc.)</i></p>	<p>Institute Innovation Council-17, 24<sup>th</sup> March 2023</p>
<p><b>VENUE</b></p>	<p>Seminar Hall(First Floor)</p>
<p><b>TIME &amp; DURATION</b></p>	<p>11:00 AM TO 12:30 PM</p>
<p><b>CONDUCTED BY</b></p> <p><i>(eg. CLS-GIBS, IIC, Club, IIPC etc.)</i></p>	<p>IIC</p>
<p><b>ORGANISED FOR</b></p> <p><i>(Course Name &amp; Semester)</i></p>	<p>Students of BBA 4<sup>th</sup> Semester</p>
<p><b>NAME OF THE COORDINATOR</b></p>	<p>Ms. Shagun Arora</p>

<b>ATTENDANCE</b>	86
<b>RESOURCE PERSON</b> <i>(Name of the Resource Person, Designation, Organization)</i>	Dr. Ajay Anand, Director Marketing, Enthusiast Global Group
<b>OBJECTIVES OF THE EVENT</b>	<ol style="list-style-type: none"> <li>1. To make students familiar with the concept of Problem Solution Fit and Product Market Fit.</li> <li>2. To help the students to acquire knowledge about the difference and similarity between Problem Solution Fit and Product Market Fit.</li> </ol>
<b>LEARNING OUTCOME</b>	After the session students learnt that, achieving both problem-solution fit and the product-market fit is essential concept for a successful startup. They understood the how both of the concepts are different from each other.
<b>LINK OF YOUTUBE VIDEO</b>	<a href="https://youtu.be/DqSvKpO88Nk">https://youtu.be/DqSvKpO88Nk</a>