



**CIBMRDS INSTITUTION'S INNOVATION COUNCIL (IIC)**  
**IIC CALENDER ACTIVITIES FROM ACADEMIC YEAR 2023-24**

**Quarter-2-Activity-5**

**Session on Achieving Problem-Solution Fit & Product Market Fit on 6<sup>th</sup> February 2024**

Semester 1

Thrust area: Validation & Concept Development

**Quarter 2**

<b>THEME</b>	Innovation
<b>ACTIVITY NAME</b>	Session on Achieving Problem-Solution Fit & Product Market Fit
<b>MODE OF CONDUCT</b>	Physical
<b>TIME</b>	One day
<b>MANDATORY/ELECTIVE</b>	Elective
<b>PARTICIPANTS</b>	Students-44 Faculty-4
<b>ONLINE RESOURCE</b>	<a href="https://youtu.be/Cf2ftNKfPY">https://youtu.be/Cf2ftNKfPY</a>
<b>DESCRIPTION</b>	<p>Institution's Innovation Council and ED Cell, CIBMRD, Nagpur has organized Session on Achieving Problem-Solution Fit &amp; Product Market Fit for UG and PG students on 6<sup>th</sup> February 2024.</p> <p>Session started with introduction of IIC Activity by Dr. Krunal Parekh, IIC Convener. Further, Dr. Krunal Parekh, Convener, IIC-CIBMRD gave introduction of session speaker <b>Mr. Mr. Sachin Yete, Owner, Etech Nxt, Nagpur, President-Alumni Association of CIBMRD</b></p> <p>Sir started his session with the concept of business model canvas (BMC) and related elements in this BMC two important key elements which is related to product and customer-value proposition and customer satisfaction as both are directly related to customers.</p> <p>Further, BMCs 9 important points plays very important role so identify problem and it is very important to know the problem area as it is important for product and related services and provide bunch of benefits.</p> <p>One need to understand How to delight the customer. So, find opportunity and identify company marketing channel as a company point of view INCREASED KNOWLEDGE, LOW COST, LOW RISK and so BREAK THE TRADITION INNOVATION (OUT OF BOX). Last but not the least Q&amp;A were taken.</p>

**Dr. Krunal Parekh, Convener- Institution's Innovation Council (IIC), CIBMRD, Nagpur (M.S.)**


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**INSTITUTION'S INNOVATION COUNCIL**  
(Member of IIRG Initiative)

## CIBMRDs Institution's Innovation Council (IIC)

### *Welcomes you all*

**for IIC 6.0 –QUARTER-2 IIC Calendar activity for academic year 2023-24**

**Date:- 06/02/2024**

**Topic:- Session on Achieving problem solution fit and product' market fit**

**Speaker:- Mr. Sachin Yete, Owner, Etech Nxt, Nagpur  
President-Alumni Association of CIBMRD**

**Venue:- Auditorium, CIBMRD, Nagpur**

**organized by  
IIC Cell and ED Cell , CIBMRD, Nagpur. (M.S.)**

