



CIBMRDS INSTITUTION'S INNOVATION COUNCIL (IIC) AND ED CELL
IIC 7.0 CALENDAR ACTIVITIES FROM ACADEMIC YEAR 2024-25

Quarter-2-Activity-5

Session on Achieving Problem-Solution Fit & Product Market Fit on 18th January 2025

Semester 1

Thrust area: Idea/innovation Validation and Concept Development

Quarter 2

THEME	Innovation
ACTIVITY NAME	Session on Achieving Problem-Solution Fit & Product Market Fit
MODE OF CONDUCT	Physical
TIME	One day
MANDATORY/ELECTIVE	Elective
PARTICIPANTS	Students-40 Faculty-2
ONLINE RESOURCE	No
DESCRIPTION	<p>Institution's Innovation Council and ED Cell, CIBMRD, Nagpur has organized Session on Achieving Problem-Solution Fit & Product Market Fit for UG and PG students on 18th January 2025. 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 Dr. Anup Suchak, Assistant Professor, CIBMRD.</p> <p>Sir began his session by introducing the concept of the Business Model Canvas (BMC) and its related elements. He emphasized two critical components of the BMC — Value Proposition and Customer Satisfaction — highlighting their direct connection to understanding and serving customers effectively.</p> <p>He further elaborated on the nine key building blocks of the BMC, explaining how each element plays a crucial role in identifying problem areas. Recognizing these problem areas is essential for developing products and services that deliver meaningful benefits to customers.</p> <p>Sir stressed the importance of understanding how to delight customers, encouraging participants to actively seek opportunities and clearly identify the company's marketing channels. From a company's perspective, he explained that focusing on increasing knowledge, reducing costs, and minimizing risks are vital strategies. He also emphasized the need to break traditional approaches and foster out-of-the-box innovation. The session concluded with an interactive Question and Answer segment, allowing participants to clarify their doubts and deepen their understanding.</p>

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



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INSTITUTION'S INNOVATION COUNCIL
(Member of IICB Initiative)

CIBMRDs Institution's Innovation Council (IIC)
Welcomes you all

for IIC 7.0 –QUARTER-2 IIC Calendar activity for academic year 2024-25

Date:- 18/01/2025

Topic:-Session on Achieving Problem-Solution Fit & Product Market Fit

Speaker:-Dr. Anup Suchak, Assistant Professor, CIBMRD

Venue:- Auditorium, CIBMRD, Nagpur

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

