

**MOE'S INNOVATION CELL**  
**INSTITUTION'S INNOVATION COUNCIL**

**BABU BANARASI DAS INSTITUTE OF TECHNOLOGY AND  
MANAGEMENT, LUCKNOW (IC201912000)**

**SESSION ON ACHIEVING PROBLEM-SOLUTION FIT & PRODUCT-MARKET FIT**

**OVERVIEW**

**Objective:**

objective of organizing this workshop is to understand the concept how to evolve product market fit

**Benefit in terms of learning/Skill/Knowledge obtained:**

"Product-market fit," writes startup coach and investor Marc Andreessen, "means being in a good market with a product that can satisfy that market."

**Academic Year:**

2022-23

**Program driven by:**

IIC Calendar Activity

**Month:**

February

**Program /Activity Name:**

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

**Program Type:**

Level 1 - Mentoring Session

**Other:**

null

**Program Theme:**

Entrepreneurship & Startup

**Other:**


NA

**Date & Duration (Days):**

**External Participants, If any:**

11/20/2022-11/20/2022-0	0
<b>Student Participants:</b>	<b>Faculty Participants:</b>
43	4
<b>Expenditure Amount, If any:</b>	<b>Remark:</b>
2000	null

## ATTACHMENTS

<b>Video:</b>	<a href="https://youtu.be/DG3aDLn1h9g">https://youtu.be/DG3aDLn1h9g</a>
<b>Photograph1:</b>	
<b>Photograph2:</b>	<a href="/uploads/institutes/monthlyReport/Photograph2/5797-IC201912000.jfif">/uploads/institutes/monthlyReport/Photograph2/5797-IC201912000.jfif</a>
<b>Session plan, If any:</b>	<a href="https://api.mic.gov.in/uploads/institutes/monthlyReport/report/3063-IC201912000.pdf">https://api.mic.gov.in/uploads/institutes/monthlyReport/report/3063-IC201912000.pdf</a>

This report is electronically generated against report submitted on Institution's Innovation Council Portal.