



# Annai Violet Arts & Science College

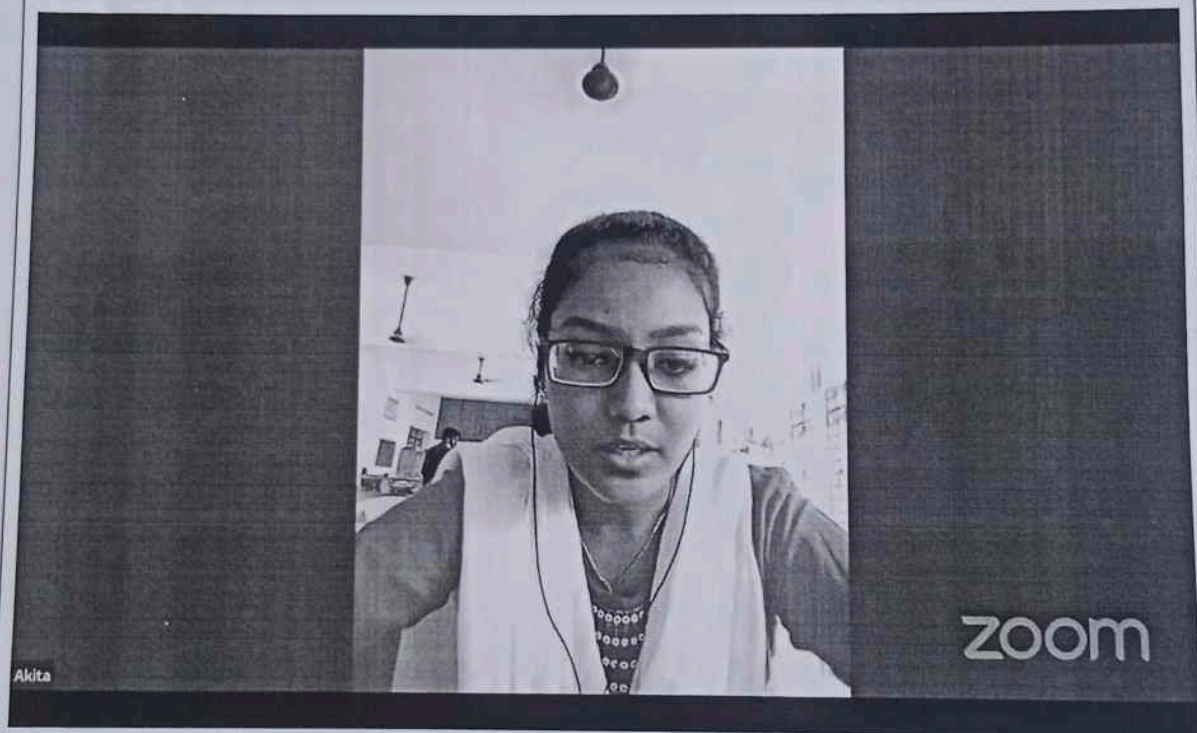
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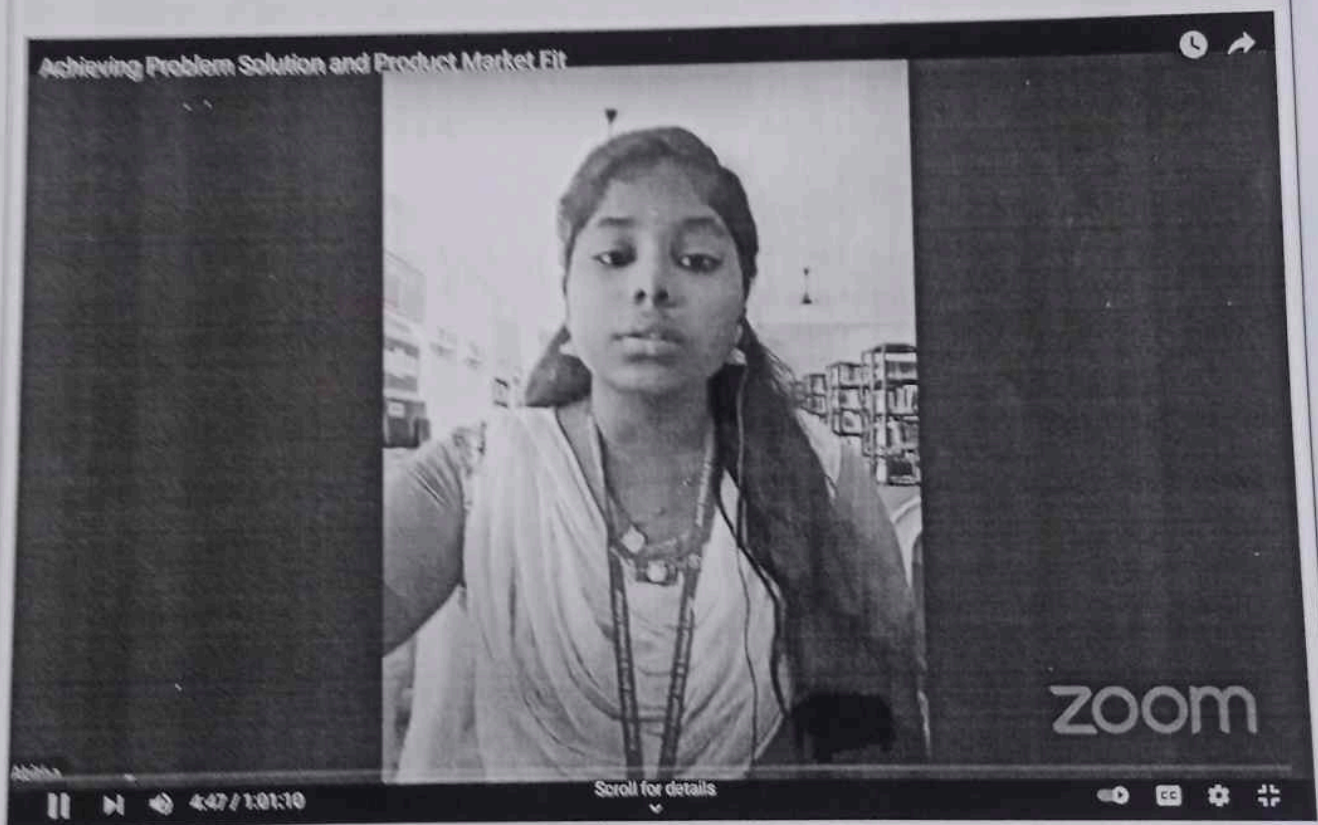
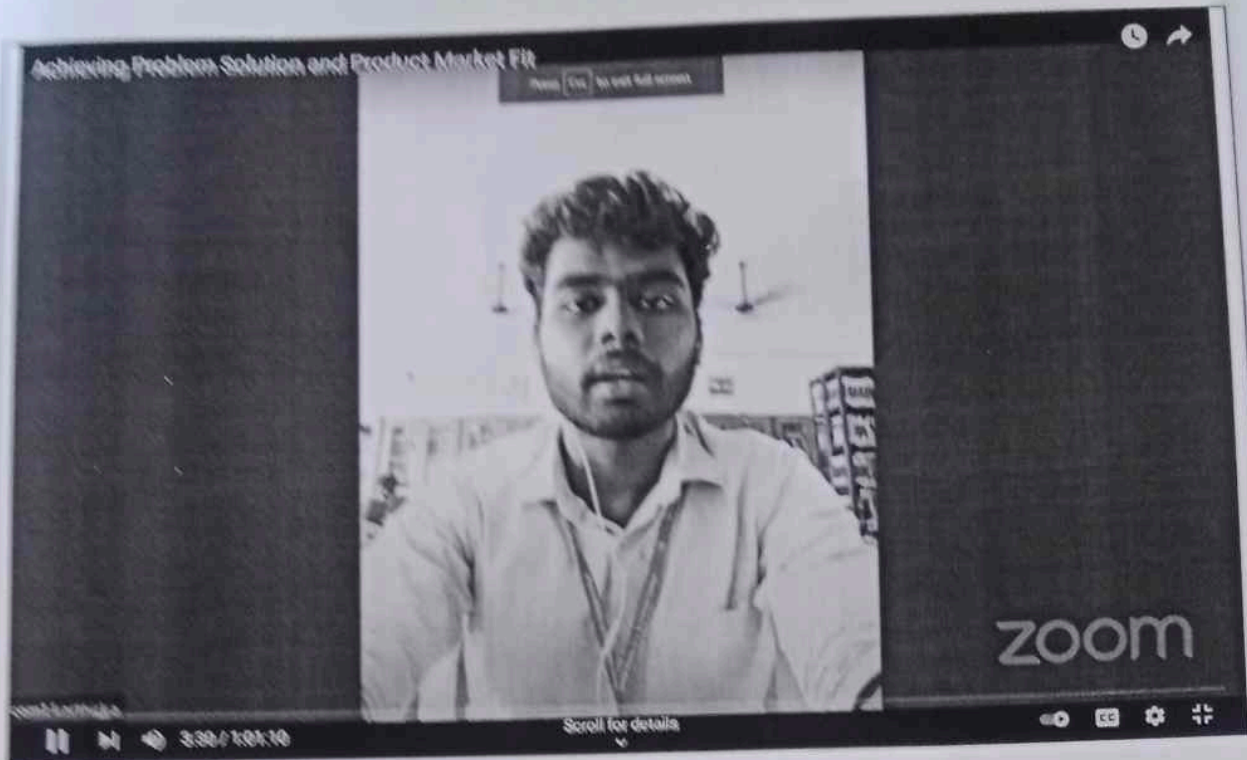
## EVENT ORGANISED REPORT – (2021-2022)

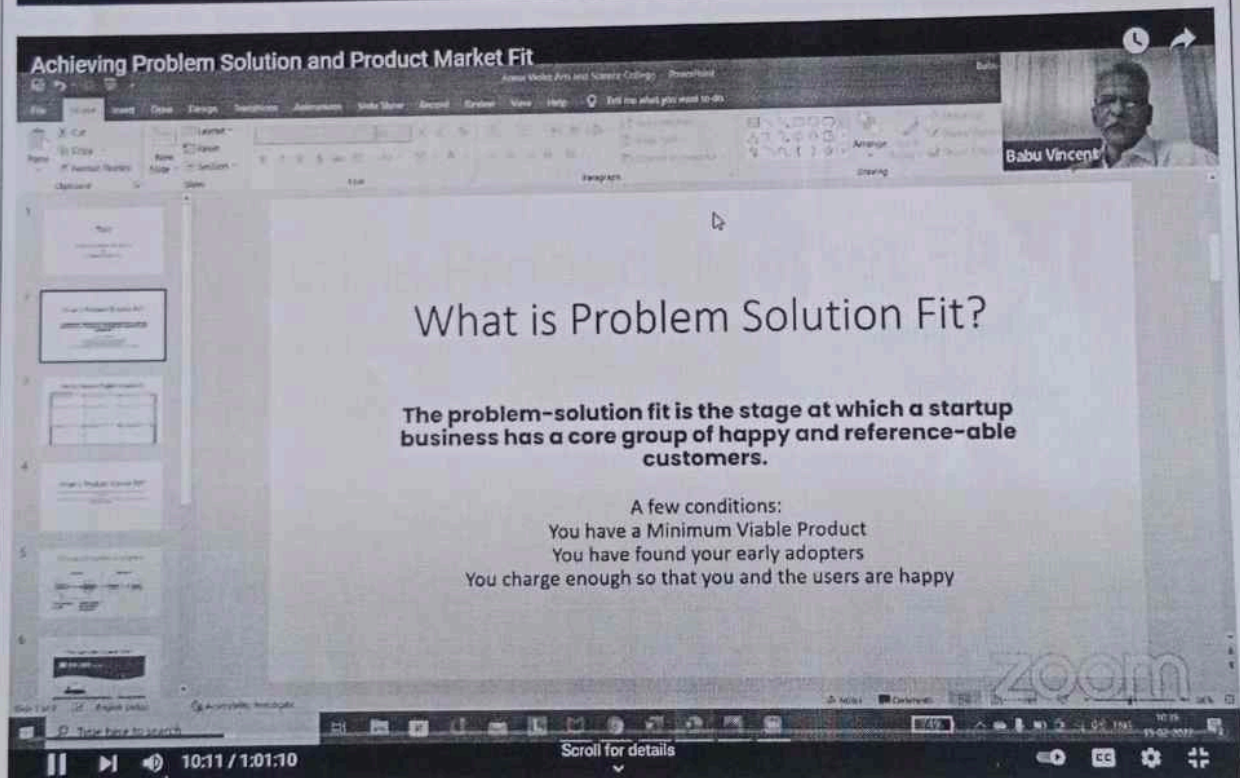
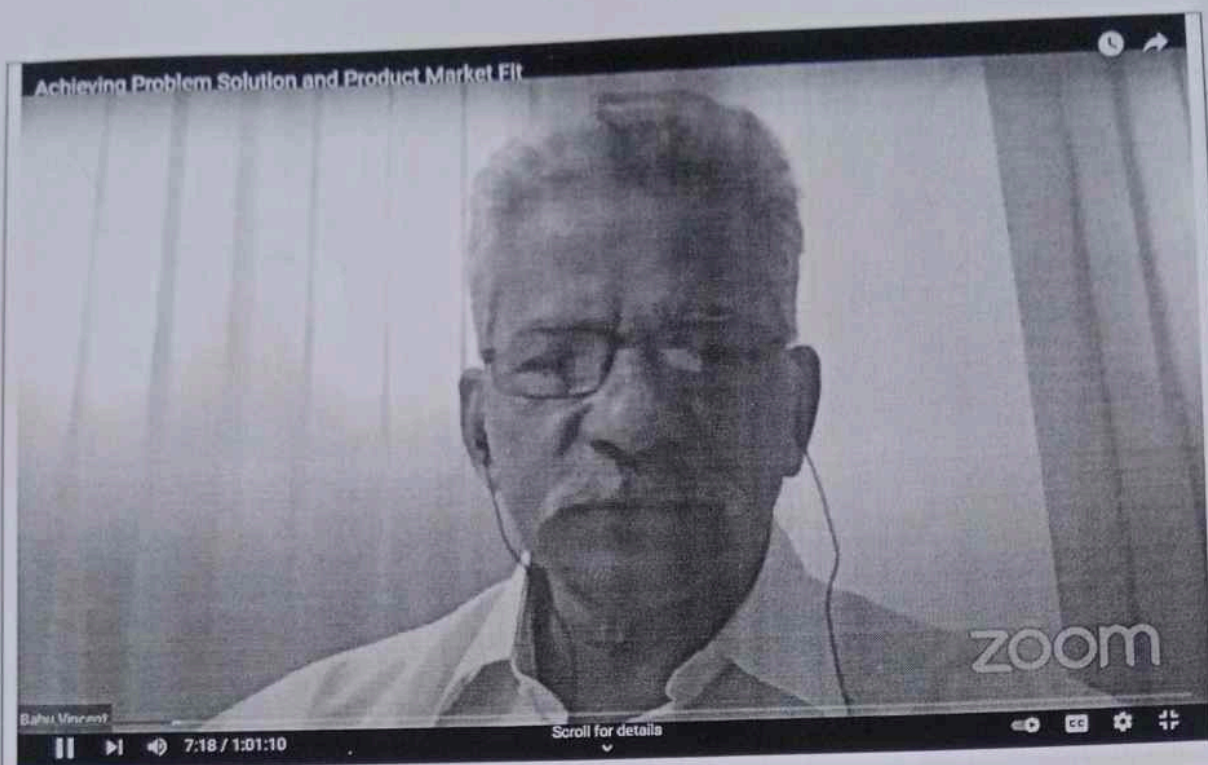
Name of the Department/ Club	IQAC & Institution's Innovation Council
Name of the Convenor	Mr. Yuvnesh Kumar R. J
Name of the Event Organized	Webinar
Title of the Event	Achieving Problem Solution and Product Market Fit
Date of the Event Organized	15/02/2022
Designation/ Class of the Participants	Faculty members and students
No. of Participants / Viewers	239
Name of the Experts with Designation	Mr. Babu Vincent, Founder and Managing Director, Service Square
Objective of the Event	To introduce, educate and tackle the technical hindrances in functioning a business in terms of Problem Solution Fit and Product Market Fit.
Description of the Event	Akita of I B Com Commerce, moderator of the session, began the program by calling forth the college choir team. Followed by which Karthick of I B Com Commerce presented the welcome address and Abitha of I B Com Commerce introduced the speaker of the webinar, Mr. Babu Vincent, Founder and Managing Director, Service Square. She then invited the speaker to take over the webinar. The speaker embarked his presentation with the statement that every business would have a reason to be

	<p>established and it would aim at solving problems of the people. With that note, he continued to explain the ways to measure problem solution fit in business. At first, he defined the term Product Market Fit and Stages of Customer Development. To make the participants understand the above mentioned concepts, the speaker shared his business foundation and its proceedings. Towards the end of his presentation he stated that in the next 10 years there would be a huge growth ever in any business and those business that fail to upgrade would disappear with no trace behind. During the questionnaire session he explained for the purpose behind his business Service Square. Lokesh V of I B Com Commerce rendered the vote of thanks to conclude the session formerly.</p>
<b>Outcome of the Event</b>	<p>The participants were exposed to the importance of backend management in business in order to not meet loss and to satisfy both the employees and customers.</p>

#### Photo Gallery









# How to Measure Problem Solution Fit

Babu Vincent



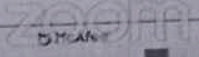
## Problem-Solution Fit canvas

1. CUSTOMER SEGMENT(S)	2. CUSTOMER LIMITATIONS	3. AVAILABLE SOLUTIONS
4. PROBLEMS / PAINS	5. PROBLEM ROOT / CAUSE	6. BEHAVIOR
7. TRIGGERS TO ACT	8. YOUR SOLUTION	9. CHANNEL
10. EMOTIONS		



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16:22 / 1:01:10

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# What is Product Market Fit?

This means a good product solving the problems of a large number of customers.

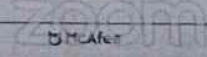
And because of the value you provide, you are able to command a price and make a profit.



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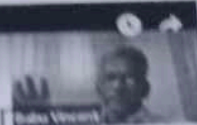


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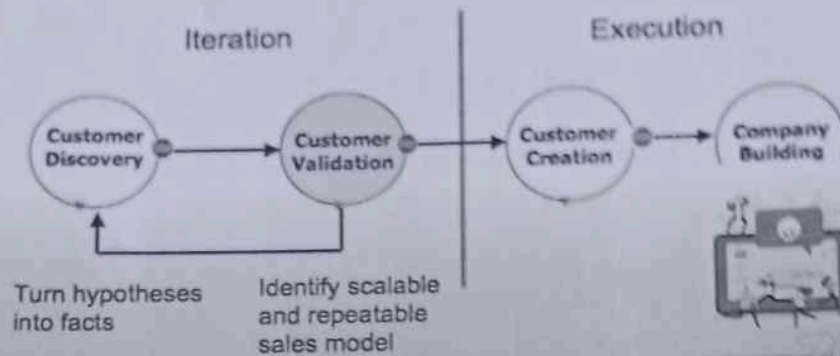
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Achieving Problem Solution and Product Market Fit



## The Stages Of Customer Development



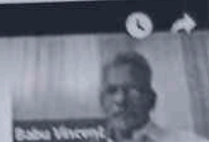
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Achieving Problem Solution and Product Market Fit

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## The Service Square Story

**SERVICE SQUARE Pvt. Ltd.**



At your beck and call

If only the 28th hour existed



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29:14 / 1:01:10

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Achieving Problem Solution and Product Market Fit

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Babu Vincent

# The Future

## More Growth in the Next 10 Years Than in The Last 2000 Years

75% Of Companies will go un

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Feedback Obtained from the Participants	Attached
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CONVENOR

*Latha*  
**IQAC COORDINATOR**  
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*[Signature]*  
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