



AIMAN COLLEGE OF ARTS AND SCIENCE FOR WOMEN

(Sponsored by AIMAN Education & Welfare Society)

Affiliated to Bharathidasan University

Recognized by UGC under section 2(f) & 12(B)

K.Sathanur, Trichy - 620021.



INSTITUTION'S INNOVATION COUNCIL

Organizes a session
on

Problem-Solution fit and Product-market fit

Guest Speaker



Natchi Lazarus B.E., MBA.,

CEO & Founder,

"Open Minds Agency"

Consultant & Speaker,

On Social Media & Digital Marketing.

- ✓ Date : 24.02.2022
- ✓ Time : 10.00 a.m.
- ✓ Mode : Youtube Live Stream

Dr.Suhashini Ernest
Principal

Prof.Dr.M.M.Shahul Hameed
Director

Shahul
21/2/22

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SCIENCE FOR WOMEN
TIRUCHIRAPPALLI-620 021.



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INSTITUTION INNOVATION CELL OF AIMAN COLLEGE & DEPARTMENT OF BUSINESS ADMINISTRATION

REPORT on

PROBLEM-SOLUTION FIT AND PRODUCT-MARKET FIT

Institution Innovation cell & Department of Business Administration organized a session on Problem-Solution fit and Product- Market fit to shape our business idea and validate it with our users on 24.02.2022 at 10.00 a.m. The speaker for the session was Mr. Natchi Lazarus, B.E., M.B.A., CEO & Founder, Open Minds Agency, Consultant & speaker on Social Media & Digital Marketing.

The speaker started his talk by explaining the purpose of finding problem-solution fit, which is used for start-up founders and entrepreneurs. He also elucidated about customers care about certain jobs, pains and gains.

He discussed the global digital process and also explained business model fit for success in our business. He enlightened the listeners about decision making skills need for entrepreneur and taught how to realize their creative visions and develop lasting relationships with other entrepreneurs, customers, and vendors. 140 student participants from the Department of Business Administration, AIMAN College of Arts and Science for women attended the session in YouTube Livestream.

YouTube Live Streaming Link: <https://youtu.be/9j7jcZMEto0>


28/2/22

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PROBLEM/SOLUTION FIT

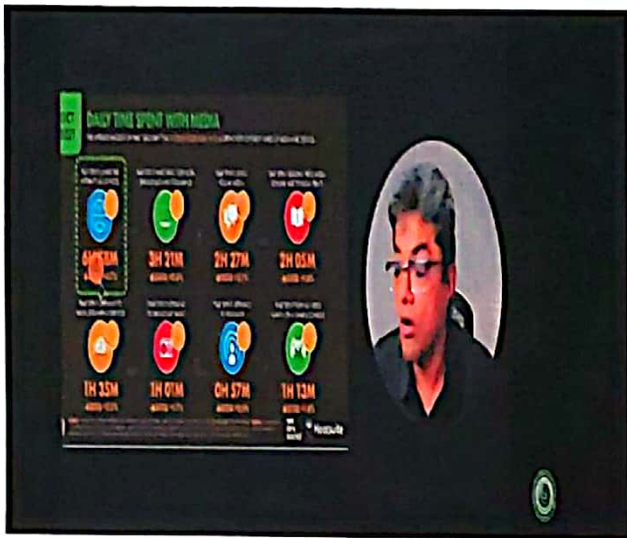
Where the rubber hits the road

8. ACQUISITION & RETENTION
7. PMF PYRAMID
6. PMF FRAMEWORK
5. PRODUCT-MARKET DYNAMICS
4. PROBLEM-SOLUTION CANVAS
3. PROBLEM-SOLUTION DYNAMICS
2. THREE TYPES OF STARTUP FITS
1. ENTREPRENEURIAL DIGITAL ECOSYSTEM

DIGITAL AROUND THE WORLD

ICON	STATISTIC	PERCENTAGE
People	7.89 BILLION	56.6%
Mobile Access	5.29 BILLION	67.1%
Internet	4.88 BILLION	61.8%
Smartphone	4.55 BILLION	57.8%

He discussed the global digital process



The speaker started his talk by explaining the purpose of finding problem-solution fit



He also explained business model fit for success in our business

SK
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