



A T M E

College of Engineering



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Affiliated to VTU, Belagavi; Approved by AICTE, New Delhi and Recognised by Government of Karnataka
Programs accredited by NBA, New Delhi - CV, EC, EE & ME (Validity: 2019-20 to 2021-22)

Report of

Session on Achieving Problem Solution Fit & Product-Market Fit

Date : 22nd February 2022

Time : 3.30PM

Mode : Offline

Institutions Innovation Council – ATMECE has organised a Session on Achieving Problem Solution Fit & Product-Market Fit” for the students of the institution on 22nd February 2022.

Mr. Vinod Kumar P, Assisstant Professor, Department of Electrical and Electronics Engineering was invited as the resource person.

He emphasized on “The one and only goal of a startup should be to solve a problem that satisfies a need in the market.”

He also added “The problem, its solution and the related market should be well defined in the beginning. Product/market fit as a concept seems relatively straightforward – why would anyone ever build something that no one wants? Yet, according to an analysis by CB Insights, the lack of market need is why 42% of startups fail. The same report also lists many of the other reasons why startups fail, which also can be seen (at least partly) as a result of lack of market need – things like lack of cash (29%), too much competition (19%), and pricing issues (18%).

The workshop witnessed the active participation of around 50 students. The session was concluded with a Q&A session

Link for the social media publicity:

Facebook:

<https://www.facebook.com/atmeceofficial/photos/pcb.4663259230466806/4663254447133951/>

<https://www.facebook.com/atmeceofficial/photos/pcb.4663259230466806/4663254470467282>



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INSTITUTION'S INNOVATION COUNCIL
(Ministry of Education initiative)

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Institutions Innovation Council (IIC) – ATMECE Presents

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

Date: 22nd February 2022
Time: 3.30 pm

Resource Person:
Mr. Vinod Kumar P
Assistant Professor, Dept. of EEE
ATMECE

Chief Patrons

| | | | |
|--|---|--|---|
| Sri. L Arun Kumar Chairman, ATMECE, Mysuru | Sri. K Shivashankar Secretary, ATMECE | Sri. R Veeresh Treasurer, ATMECE | Dr. Basavaraj L Principal, ATMECE |
|--|---|--|---|

IIC Convenor
Mrs. Bharathi B
Assistant Professor, Dept. of CV
ATMECE

IIC President
Dr. Rathnakar G
Dean Student affairs
ATMECE

ATME COLLEGE OF ENGINEERING

13th Kilometer, Mysore-Kanakapura-Bangalore Road, Mysore - 570 028 P: 0821-2593335 F: 0821-2593328

Email : info@atme.in Web : www.atme.in



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FEEDBACK OF THE PARTICIPANTS ON THE SESSION ON ACHIEVING PROBLEM SOLUTION FIT & PRODUCT-MARKET FIT

| Name of the student | E mail ID | Contact Number | Section | The session was valuable and added to my understanding of knowledge about the topic | The content of the session met the expectations | Rate the speaker presentation skill | How likely are you to recommend this session to a friend? | How would you rate overall session experience? | Any suggestions? |
|---------------------|--------------------------------|----------------|---------|---|---|-------------------------------------|---|--|---|
| Mohammed harmain | Mdharmain2@gmail.com | 7022133046 | B | 4 | 3 | 5 | 3 | 4 | No |
| Hrithik V | peterangel071@gmail.com | 9980018263 | B | 4 | 4 | 5 | 4 | 4 | Nothing |
| M G Chaitra | mgchaitra11@gmail.com | 9741225152 | B | 5 | 4 | 4 | 4 | 4 | No |
| MOHAMMED AMEEN | mohammed666ameen@gmail.com | 6363777163 | B | 5 | 5 | 5 | 5 | 5 | No |
| Kushal | kush53215321@gmail.com | 9611267012 | B | 3 | 3 | 3 | 3 | 3 | No |
| KARTHIK N P | npkarthik2003@gmail.com | 8073616831 | B | 3 | 4 | 3 | 3 | 4 | No |
| POOJA S HEBBAR | poojashebbbar2003@gmail.com | 9110217218 | B | 3 | 4 | 4 | 4 | 4 | It was nice |
| Manohar AM | manoharam2003@gmail.com | 8088509296 | B | 3 | 3 | 3 | 3 | 4 | Good |
| Kavana sg | kavanasgsavitha@gmail.com | 9353953560 | B | 4 | 4 | 5 | 4 | 4 | Nothing |
| Mohammed Ameen | mohammedameen1089@gmail.com | 8105274653 | B | 1 | 2 | 1 | 1 | 1 | Do it better not just reading what is in the ppt So that all students r interested |
| Nausheen Fathima | nausheenfathima05@gmail.com | 8073871734 | B | 3 | 3 | 4 | 3 | 4 | No |
| Mohammed Azlaan | azlqansabeehatakreem@gmail.com | 8073330827 | B | 3 | 3 | 4 | 2 | 4 | It must be interactive |
| Mithun C G | cgmithun21@gmail.com | 9108661918 | B | 4 | 4 | 5 | 4 | 4 | I session was good. |
| Manjushree Appanna | manjushreeappanna@gmail.com | 6366218164 | B | 5 | 5 | 5 | 5 | 5 | No suggestions regarding the session.It was well and good |
| Priyadarshan hp | priyadarshanhp5533@gmail.com | 9886555582 | B | 5 | 5 | 5 | 5 | 5 | Nothing |

| | | | | | | | | | |
|----------------------|-------------------------------|-------------|---|---|---|---|---|---|----------------------|
| Manogna K V | manognakv113@gmail.com | 8296630830 | B | 5 | 4 | 4 | 5 | 5 | No |
| Hemanth Kumar R | hemanth26092003@gmail.com | 8495808178 | B | 4 | 4 | 4 | 3 | 4 | Ntg |
| Kavya D M | kavyathanu0309@gmail.com | 7204057574 | B | 4 | 4 | 4 | 4 | 4 | Nothing |
| Nisarga.G | nisarganisarga118@gmail.com | 9035820188 | B | 5 | 5 | 5 | 5 | 5 | It was good |
| M.D Tejas | tejasgwdme03@gmail.com | 7019155337 | B | 3 | 3 | 3 | 3 | 3 | No comments |
| ISHWARYA H S | shreyashshs605@gmail.com | 8792116723 | B | 5 | 5 | 5 | 5 | 5 | Good |
| Iohanned Mueed Ahme | mueedahmed789@gmail.com | 7483494654 | B | 4 | 4 | 5 | 4 | 4 | The session was good |
| Preetham | chinnupreetham2003@gmail.com | 7892174852 | B | 4 | 4 | 4 | 4 | 4 | Nothing |
| Nishchitha B | nisha.b042003@gmail.com | 8217378817 | B | 4 | 4 | 4 | 4 | 4 | No |
| INCHARA K.S | inchara0427mys@gmail.com | 8867044047 | B | 5 | 4 | 5 | 4 | 4 | No suggestions |
| DRISHYA A S | drishya28subramanya@gmail.com | 6362005548 | B | 5 | 5 | 5 | 5 | 5 | Was a good session |
| Prajwalc Achar | prajwalachar413@gmail.com | 7892860452 | B | 4 | 3 | 3 | 3 | 3 | Give free coaching |
| PUNITH GOWDA S L | punithgowdasl2003@gmail.com | 9741305770 | B | 4 | 4 | 4 | 4 | 5 | Good section |
| Union bank of India | prarthanauthappa713@gmail.com | 9483035731 | B | 5 | 5 | 5 | 5 | 5 | No.. It was good |
| Joshiha A | ajoshiha23@gmail.com | 8861107095 | B | 4 | 5 | 4 | 5 | 5 | No suggestions |
| Likhith a p | likhithshetty30@gmail.com | 8970933584 | B | 3 | 4 | 4 | 4 | 5 | Good |
| mod shanamukh walluw | pramodswalluwine777@gmail.com | 85480 33285 | B | 4 | 3 | 3 | 3 | 4 | No |
| Lamya krushid | lamulamya4@gmail.com | 8867188708 | B | 5 | 5 | 5 | 5 | 5 | 5 |
| K JAYARAMU | jayaramuk2003@gmail.com | 7204163895 | B | 3 | 3 | 3 | 4 | 3 | Nothing |
| LakshmiPriya H P | lakshmiPriyachinnu8@gmail.com | 9380996959 | B | 5 | 5 | 5 | 5 | 5 | No nothing |
| Mohammed Roushan AZ | saiFroushan0@gmail.com | 9741647268 | B | 3 | 3 | 3 | 3 | 3 | Could be better |
| J Dhanush | jdhanush03@gmail.com | 9731782381 | B | 4 | 3 | 4 | 3 | 3 | Good session |
| Maanya.P | maanyap77@gmail.com | 9343904869 | B | 4 | 4 | 3 | 3 | 4 | Good |
| Prajwal Gowda | prajwalgowdaac0@gmail.com | 7619683593 | B | 5 | 5 | 5 | 5 | 5 | Very nice |
| Mohammed Sabir | mohammedsabir1011@gmail.com | 9449362093 | B | 4 | 4 | 4 | 4 | 4 | It was good |

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