

Session on Value Proposition Fit and Business Fit

Activity Report

Academic Year	2024-25
Program Driven by	
Quarter	IV
Program / Activity Name	Session on Value Proposition Fit and Business Fit
Program Type	
Program Theme	
Start Date	
End Date	
Duration of the Activity (in Mins)	10Hr
Number of Student Participant	
Number of Faculty Participant	
Number of external Participant	--
Expenditure Amount in Rs.	
Any Remark	--
Mode of Session Delivery	Offline
Objective	
Benefit in terms of Learning / Skills / Knowledge obtained	
Feedback	
Video url (mp4)	
Photograph 1 (jpg)	Attached
Photograph 2 (jpg)	Attached
Overall report of the Activity (pdf)	As given below



Dr. P. H. Zope
Convener IIC

Activity Report

Title: Session on Achieving "Value Proposition Fit" & "Business Fit"

Objective: The session was organized for students and faculty who are early-stage entrepreneurs. The main goal was to help participants validate their innovations and

prototypes using real-world market feedback and feasibility analysis. It also aimed to refine value propositions and assess the viability of business models.

Speakers' Details: Speaker details were not provided in the source document.

Key Points: The session focused on two main concepts:

- **Value Proposition Fit:** This is the point at which a product or service successfully meets the specific needs and desires of its target market. It involves creating a statement that clearly defines the unique benefits and value of an offering. A well-aligned value proposition fit leads to enhanced customer satisfaction, increased revenue, and a better return on investment (ROI).
- **Business Fit:** This concept refers to a business's ability to adapt and align with its external environment, including market trends, customer needs, and competitive forces. It is comprised of three key levels:
 - **Problem-Solution Fit:** This is reached when you can demonstrate that customers care enough about the problem you are addressing and that your solution is a viable one.
 - **Product-Market Fit:** This is the stage where the product or service creates value for customers by relieving their "pains" or creating "gains," establishing a clear match between what is promised and what is needed.
 - **Business Model Fit:** This final stage is achieved when a business can deliver its value proposition through a profitable and scalable business model.

Participant Details:

- **Students:** 75 students from the Institute.
- **Faculty:** participation from the Institute.

Key Outcomes of the Activity: Participants were guided through hands-on exercises and case study discussions to refine their value propositions and align them with market needs. They learned to use real-world feedback to validate their innovations and assess the viability of their business models, which is crucial for converting an idea into a successful start-up.













