



ADITYA COLLEGE OF ENGINEERING & TECHNOLOGY

(Permanently Affiliated to JNTUK, Kakinada, Approved by AICTE, New Delhi,)

Recognized by UGC Under Section (2f) and 12(B) of UGC Act 1956

Aditya Nagar, ADB Road, Surampalem,

Title: Session on building an innovation product fit for market

Date: 09-11-2021

Resource person: Mr.SubhanKumarVerma
Co-founder & Chief Technology officer
Picshort Private Limited
Gopalganji, Bihar

Mr.Ch.SwarnaDurga Rao
Asst.professor
Humanities and Basic Science's
ACET, Surempalem,

Objective of workshop: Product-market fit describes a scenario in which a company's target customers are buying, using, and telling others about the company's product in numbers large enough to sustain that product's growth and profitability.

Beneficiaries: Faculty and Students

Outcome of the event: With this session on building an innovation product fit for market Achieving product/market fit both students and faculty able to gain huge knowledge on

- Identify one's Target Customer. ...
- Understand the Big Customer Needs. ...
- Know what they can offer as a Value Proposition. ...
- Specify their Minimum Viable Product Feature Set. ...
- Create their Minimum Viable Product Prototype. ...
- Test the MVP Prototype with Potential Customers.

Budget

S.no	Budget Head	Amount
1.	Honorarium to theExpert(s) (Mr.SubhanKumarVerma)	5000/-
Total amount		5000/-

Media coverage

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Aditya Nagar, ADB Road, Surampalem, Andhra Pradesh-533437



Department of Information Technology

An Online Session

On

Session on Building an Innovation / Product fit for Market



Resource Person

Mr. Subham Kumar Verma
Co-Founder & Chief Technology Officer
Picshort Private Limited
Gopalganj, Bihar.



Resource Person

Mr. Ch. Swarna Durga Rao MSA, Ph.D.
Asst. Professor
Humanities and Basic Sciences
ACET, Surampalem, A.P.



Microsoft Team

<https://tinyurl.com/ACET-IT-StartupWebinar>

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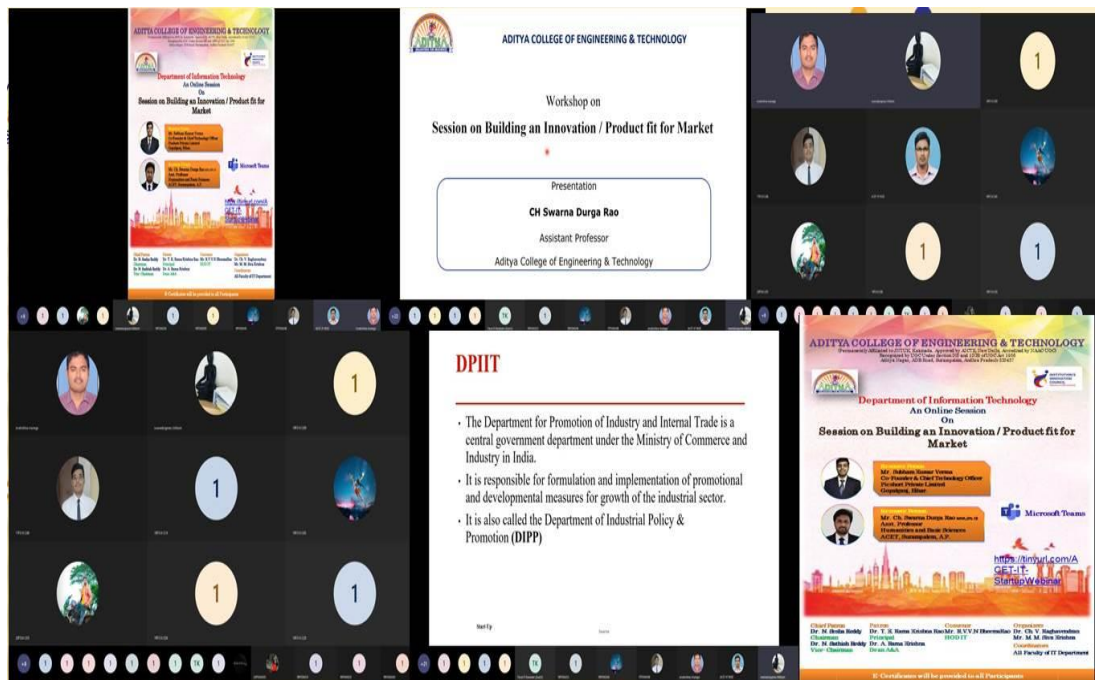
Dr. Ch. V. Raghavendran

Mr. M. M. Siva Krishna

Coordinators

All Faculty of IT Department

E-Certificates will be provided to all Participants



Gallery coverage of Session on building an innovation product fit for market