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

Head of the Department
Dept.of IT
Aditya College of Engineering & Technology
SURAMPALEM - 533 437

PRINCIPAL
Aditya College of Engineerir
& Technology
SURAMPALEM-533437

Brochure

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

INSTITUTION'S
INNOVATION
COUNCIL

Department of Information Technology
An Online Session
On
Session on Building an Innovation / Product fit for Market

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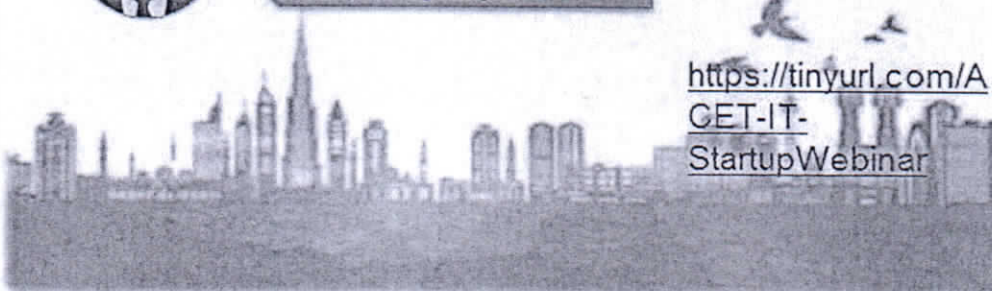Co-Founder & Chief Technology Officer
Picshort Private Limited
Gopalganj, Bihar.

Resource Person
Mr. Ch. Swarna Durga Rao M.Sc,(Ph. D)
Asst. Professor
Humanities and Basic Sciences
ACET, Surampalem, A.P.

Microsoft Team

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

Chief Patron	Patron	Convenor	Organizers
Dr. N. Sesha Reddy	Dr. T. K. Rama Krishna Rao	Mr. R.V.V.N Bheema Rao	Dr. Ch. V. Raghavendran
Chairman	Principal	HOD IT	Mr. M. M. Siva Krishna
Dr. N. Sathish Reddy	Dr. A. Rama Krishna		Coordinators
Vice- Chairman	Dean A&A		All Faculty of IT Department

E- Certificates will be provided to all Participants

Head of the Department
Dept. of IT
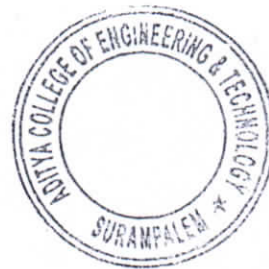Aditya College of Engineering & Technology
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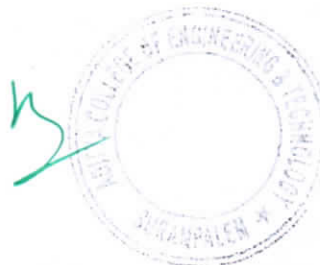
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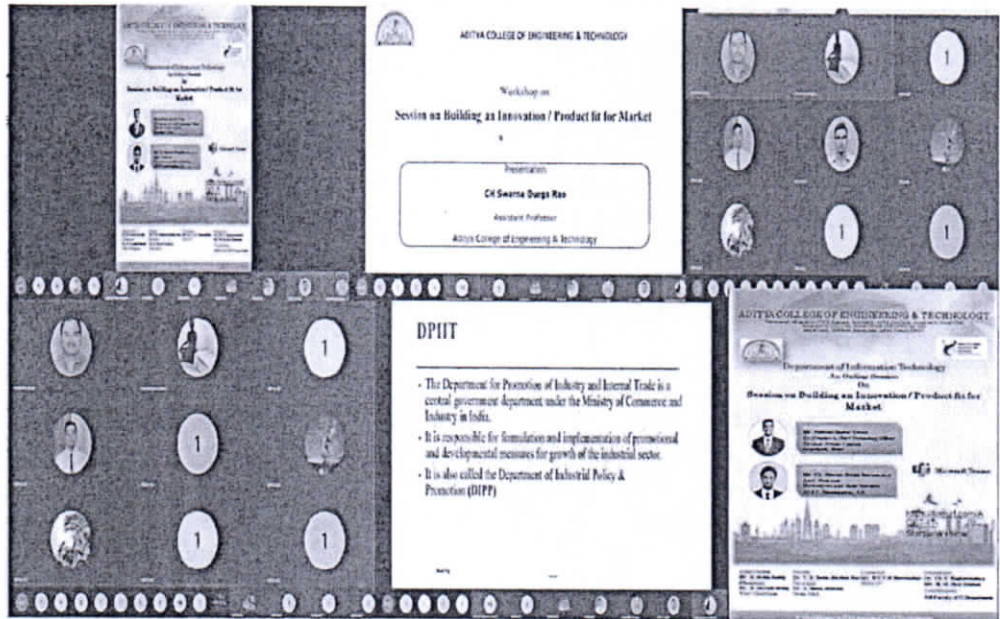
Gallery coverage of Session on building an innovation product fit for market