

**A**  
**REPORT ON**  
**“Expert Session on Problem-Solution Fit  
& Product – Market Fit”**



**HELD ON**

**5<sup>th</sup> February 2025**

**ORGANIZED**

**BY**

**DEPARTMENT OF MBA**

**IN ASSOCIATION WITH INSTITUTION'S INNOVATION COUNCIL**

**K.S. SCHOOL OF ENGINEERING AND MANAGEMENT**

**#15, Near Vajarahalli, Mallasandra,**

**Kanakapura Road, Bengaluru-560109**



KAMMAVARI SANGHAM(R) 1952

## K. S. SCHOOL OF ENGINEERING & MANAGEMENT

Affiliated to VTU, Belagavi & Approved by AICTE, New Delhi, Accredited by NAAC

DEPARTMENT OF MANAGEMENT STUDIES

### EXPERT SESSION

On

Problem - Solution Fit  
&  
Product - Market fit

**NANDAN JOG**



WED/05 FEB 2025

9:30 AM - 12:30 PM

Venue: KSSA SEMINAR HALL

MEGHANA.C  
FACULTY COORDINATOR



**FOUNDER**

“PAATASHALA SOLUTIONS”  
AND “JOGS MARKETING”

## **Title of the Event : “Expert Session on Problem-Solution Fit & Product – Market Fit”**

### **Introduction:**

The Department of MBA, KS School of Engineering and Management organized

### **“Expert Session on Problem-Solution Fit & Product – Market Fit”**

on **5<sup>th</sup> February 2025** for 1<sup>nd</sup>semester MBA students in offline mode.

The talk was delivered by **Mr. Nandan Jog, a Founder of “Paatashala Solutions” & “Jogs Marketing”**

“ Entrepreneurship is the art of transforming innovative ideas into valuable ventures through resilience, creativity, and strategic risk-taking”

In the world of startup’s , the secret to success is ensuring your product truly connects with your audience. The session centered on two fundamental concepts in entrepreneurship and startups: Problem-Solution Fit and Product-Market Fit. These concepts are crucial for entrepreneurs as they build and scale their ventures. The discussion explored the significance of identifying the right problem, developing an effective solution, and ensuring that the product aligns with the needs of the target market. The speaker, an experienced entrepreneur, shared valuable insights and real-world examples that highlighted the importance of innovation and adaptability in today’s business environment. Attendees left with practical knowledge and a renewed motivation to pursue their own entrepreneurial ventures. This event was a significant step in fostering an entrepreneurial spirit within the student community..

### **Objectives of the Session:**

- To explain what Problem-Solution Fit and Product-Market Fit are and why they matter for startup success.
- To provide simple steps on how to figure out if a product solves a real customer problem and if there is a market for it.
- To teach how to test product ideas with customers and make changes based on feedback.
- To discuss common mistakes startups make and how to avoid them while building a product.

## Expected Outcomes of the Session:

- Entrepreneurs will understand how to identify the right problems to solve and how to make sure their product fits with what customers want.
- Participants will leave with practical ideas for testing their products and adjusting them to better match market needs.
- Attendees will feel more confident in their product development process, reducing the risk of failure and helping them create more successful startups.



Welcoming Mr. Nandan Jog with the sapling



Mr. Nandan Jog briefing about the Problem-Solution & Product Market Fit



Students presenting their product ideas as a team



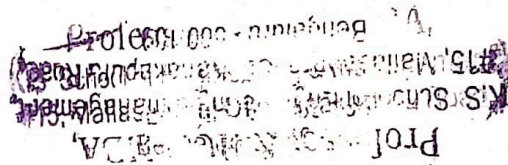
Group Photo with Resource Person


Social Media Links	
Instagram	<a href="https://www.instagram.com/p/DFu-98_SbEJ/?igsh=MXR2dWVkaDc3YmZ2Ng==">https://www.instagram.com/p/DFu-98_SbEJ/?igsh=MXR2dWVkaDc3YmZ2Ng==</a>

S. No	Particulars	Details
1	Name of the resource person	Mr. Nandan Jog
2	Designation	Founder of Paatashala Solution & Jogs Marketing
3	Contact Details - Mobile	8150880448
4	Date of event(If more than 1 day, mention from and to date)	5-2-2025
5	Duration in mins	9:30 – 1:30 Pm ( 240 mins)
6	Number of student participations	66
7	Number of faculty participations	4

  
Signature of Co-Ordinator

  
Signature of Department Head

  
Prof. Nandan Jog  
K S School of Engineering and Management  
Bengaluru - 560 109

  
Signature of Principal  
Dr. K. RAMA NARASIMHA  
Principal/Director  
K S School of Engineering and Management  
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