





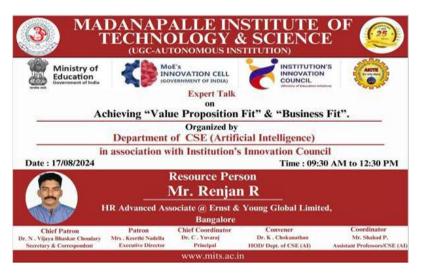


## A Report on Expert Talk titled "Value Proposition Fit" & "Business Fit"

**Organized By Department of CSE- (Artificial Intelligence)** 

in Association with IIC- MITS

Date: 17.08.2024



Submitted by: Mr. Shahad. P Assistant Professor, Dept. of CSE (AI) Resource Person: Mr. Renjan R, HR Advanced Associate, Hyderabad.

Venue: Hybrid Mode (MITS Scale-Up room and Google Meet). Participants: 70 (5 Faculty, 8 PG students, 57 UG Students).

Time: 9:30 AM to 12:30 PM.
Report Received on 19.08.2024.
Mode of Conduct: Hybrid.

Department of Artificial Intelligence in Association with Institution's Innovation Cell (IIC) has Organised a Workshop on "Value Proposition Fit" & "Business Fit". in MITS- Scale-Up room on August 17th 2024 from 9:30 A.M to 12:30 P.M. The session started with welcome address given by Mr. Shahad P., Assistant Professor Department of CSE(AI), followed by the introduction delivered by Dr. K. Chokkanathan, HoD & Associate Professor, Department of CSE(AI). The resource person commenced the session by expressing his heartfelt gratitude to the participants, organizing members, HoD, Principal, and Management of MITS Madanapalle for providing him the opportunity to share his knowledge and expertise on "Achieving Value Proposition Fit and Business Fit"

The resource person outlined and discussed the following topics as the agenda for the workshop:

- Introduction to the importance of aligning value proposition with the business model for startup success.
- Understanding Value Proposition Fit, including key elements such as customer segments, pain points, gains, and product/service solutions.
- Understanding Business Fit, covering revenue streams, cost structure, key resources, and channels.
- The significance of aligning value proposition and business fit for ensuring sustainability, enhancing customer satisfaction, and driving profitability.
- Framework for achieving fit, focusing on identifying target customers, designing and validating the value proposition, developing a business model, and the importance of testing and iterating.
- Common challenges and pitfalls in achieving alignment, such as misunderstanding customer needs, misalignment between value proposition and business model, and inadequate testing.
- An interactive activity where participants applied the learned concepts by designing a value proposition and business model for a startup.
- He gave a task to the group to connect all the points discussed during the session.

The resource person began the session by introducing the concepts of value proposition and business fit, emphasizing their critical role in startup success. He shared practical examples, such as Airbnb and Spotify, to illustrate how successful companies align their value propositions with their business models.

He then demonstrated the framework for achieving this alignment, guiding participants through each step, from identifying and understanding target customers to designing and validating a value proposition that resonates with them. The resource person also provided detailed insights into the importance of continuously testing and refining both the value proposition and business model.

The session progressed with an in-depth discussion on the common challenges and pitfalls that startups face in this process, along with strategies to overcome them. The resource person engaged the participants in a hands-on activity, where they worked in groups to create a value proposition and business model for a hypothetical startup, followed by presentations and feedback. Additionally, he assigned a task to the groups, encouraging them to connect all the points discussed during the session in their activity.

Finally, the session concluded with an interactive Q&A segment, allowing participants to clarify doubts and gain further insights. The resource person thanked everyone for their active participation and encouraged them to apply the learned concepts in their future endeavors.

The expert talk ended by the vote of thanks delivered by Sahithi Pothagalla, III-AI-C section student Department of CSE(AI), MITS.

## **Outcome:**

- Comprehensive Understanding of Value Proposition Fit
- Ability to Align Business Models with Value Propositions
- Identification and Mitigation of Common Startup Challenges Enhanced Problem-Solving and Critical Thinking Skills

## A Glimpse of the Event:

