



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:

