

PRODUCT Market Fit– One of the Keys to Success to Tech StartUps

Date – 12/12/2022

Time – 6:00 P.M – 7:00 P.M

Mode of Conduction – Online

Event Description:

IIC BMSCE conducted a talk on “**Product Market Fit- One of the Keys to Success to Tech StartUps**” by **Mr. Suhas Motwani, Co-Founder, of The Product Folks**.

In this talk, Mr. Motwani discussed career opportunities, and platforms used for product management. He also shared his experience and provided insights on effectively leading a product team to succeed in the tech startup world.

The speaker began the session by providing insights on entrepreneurship, discussed the factors that have to be taken up before making the decision of being an entrepreneur, explained to us about what is product management, and gave a clear idea as to how the product is managed in the industries and various aspects as to how a product couldn't keep up to the industry. Overall, the event was interactive and informative.

The Objective of the Event:

The event's aim is to educate attendees on how a product should be introduced in the industry and it should depend on the demand and benefit of the public.

Benefits in terms of Learning and Skill-set acquired:

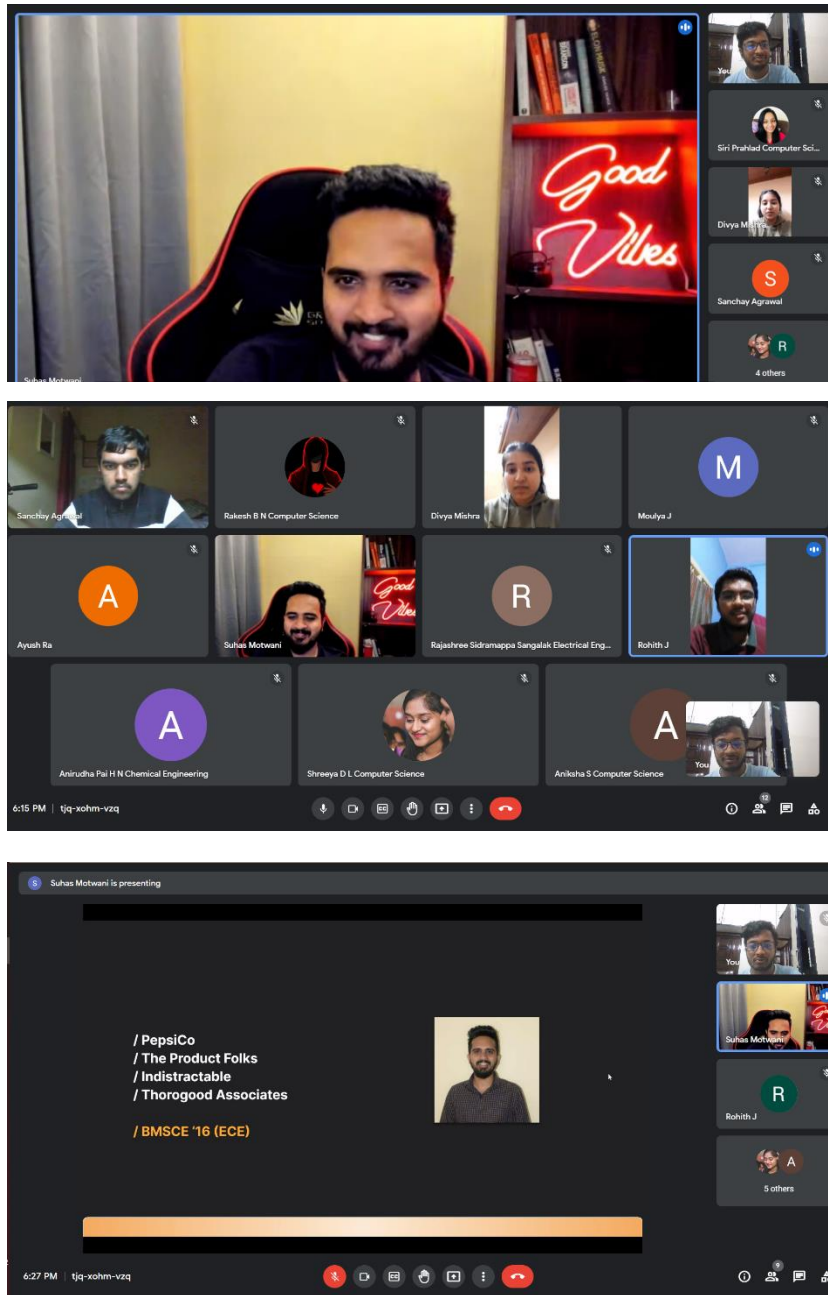
- **Networking opportunities**: Product management events bring together professionals from various industries and backgrounds, providing an opportunity to network and build connections.

- **Learning from experts:** These events often feature talks, workshops, and presentations from experienced product managers, providing insights and best practices.
- **Staying up-to-date:** Product management is a rapidly evolving field, and attending events can help you stay current with the latest trends and developments.
- **Idea generation:** Attending events can spark new ideas and approaches to product management, which can be valuable for improving your own products.
- **Collaboration:** Events often feature group activities and discussions, allowing attendees to collaborate with peers and gain new perspectives.

Poster of the Event :



Photos of the event:



Social media link:

<https://www.instagram.com/p/Cl--PyPhDjb/?igshid=NmE0MzVhZDY=>