



# NEW HORIZON COLLEGE OF ENGINEERING

**DEPARTMENT OF ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING**

**Event: Achieving Problem-Solving Fit and Product Market Fit**

**Venue: Falconry Seminar Hall, NHCE**

**Time: 10:00 AM to 4:00 PM**



**NEW HORIZON  
COLLEGE OF ENGINEERING**



**INSTITUTION'S  
INNOVATION  
COUNCIL**

Institution's Innovation Council  
Department of Artificial Intelligence and Machine Learning

## Session

### Achieving Problem Solving Fit and Product Market Fit

- 18 February 2025
- 10:00 AM - 04:00 PM
- AI&ML and MBA Students
- Falconry Seminar Hall

Student Coordinators

**Arangan Shankar**  
**Deepak G K**



**Dr. Y Muralidhar Reddy**

Co-Founder,  
Zata Solutions, Bengaluru

**Dr. Sonia Maria D'Souza**  
IIC coordinator - AI&ML

**Dr. N V Uma Reddy**  
HOD - AIML

**Dr. R Mohan Das**  
IIC Convener

**Dr. A Sujin Jose**  
IIC President

**Dr. Manjunatha**  
Principal

On **Tuesday, February 18th, 2025**, a session on "**Achieving Problem Solving Fit and Product Market Fit**" was held by **Dr. Y. Muralidhar Reddy**, Co-Founder of Zata Solutions, Bengaluru, at the Falconry Seminar Hall. The session aimed to provide students with valuable insights into entrepreneurship, innovation, and the power of small ideas in achieving big successes. The event focused on how ideas and products can differentiate themselves in the market, sustain against competitors, and achieve the right product-market fit. Engaging discussions and interactive activities helped participants understand key strategies to build and sustain a successful business.



Sir began by emphasizing the importance of differentiation in a crowded marketplace. He explained that while many businesses offer similar products, the ones that truly succeed are those that uniquely solve a problem and create genuine value for customers. Innovation, he noted, is not merely about creating something entirely new but about improving existing solutions to serve users better. He stressed that understanding consumer pain points is the key to developing a product that is functional and provides a superior user experience. The discussion also highlighted how start-ups can sustain themselves in the market despite intense competition. Sir highlighted the importance of adaptability, continuous improvement, and a strong value proposition. He explained that businesses must evolve with market trends and customer needs, ensuring their products remain relevant. Efficient cost management, effective branding, and marketing also play crucial roles in a company's ability to sustain itself in the long run.



One of the key highlights of the session was the discussion on how even the simplest ideas can transform into billion-dollar enterprises when executed effectively. Sir used examples of successful Indian start-ups like Red Bus and Flipkart to illustrate this point. He explained how Red Bus, a small online bus ticket booking platform, revolutionised the travel industry and how Flipkart, which began as an online bookstore, expanded to become India's largest e-commerce company. These companies identified a gap in the market and leveraged technology and smart business strategies to dominate their respective industries.



To make the session interactive and engaging, several activities were conducted. The first activity was a Bingo game, where participants had to find similarities with their partners. This helped students understand the importance of networking, collaboration, and teamwork—essential entrepreneurial skills. Another activity involved an art challenge, where each group was given an A4 sheet to create a piece of artwork. One artwork from each team was selected and then pitched to the audience, simulating real-world business pitching. This exercise encouraged students to think creatively and develop strong presentation skills. The most exciting activity was the boat-making challenge, where teams had to create paper boats focusing on quality and quantity. Once the boats were made, sir, acting as an investor, negotiated with the teams to buy their boats. This fun exercise introduced students to key business concepts such as quality control, market competition, and negotiation strategies.



The session concluded with a powerful takeaway: when executed with the right strategy, small ideas can lead to massive success. Sir's insights and hands-on activities gave students a fresh perspective on entrepreneurship, problem-solving, and business sustainability. The event provided theoretical knowledge and practical exposure to critical thinking, teamwork, and real-world business challenges. By the end of the session, students left feeling inspired and equipped with the motivation to explore innovative ideas and turn them into successful ventures.

Faculty Coordinators

HOD