

# IvyConnect Series

Masterclass on

## Product-Market Fit for Early Stage Startups



**Mr. Rahul Lakhmani**  
Skiify Founder | IIT Bombay Alumnus



23<sup>rd</sup> April 2025



Mode: Online



4 -5 p.m.

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## Masterclass on Product-Market Fit for Early Stage Startups

IvyCamp hosted a Product-Market Fit Masterclass led by Mr. Rahul Lakhmani, Founder of Skiify and an IIT Bombay Alumnus. The session highlighted the critical harmony between product and market, where genuine problem-solving and continuous customer feedback loops negate the need for excessive sales and marketing, ultimately focusing on core business principles of customers and profit.

### Key Takeaways

- Sustainable, profitable solutions should be the end goal—not just short-term fixes.
- True product-market fit means your customers become your biggest advocates.
- Continuously seek and apply customer feedback to evolve with their needs.
- Solve a real problem and deliver genuine value.
- Don't obsess over rigid metrics; instead, prioritize deep customer understanding and profitability.
- Know Your Deal Terms – Understand key terms like valuation, equity stake, liquidation preference, and anti-dilution. These are not just legal jargon but critical factors in negotiating a successful deal and ensuring long-term success.