

Organized by

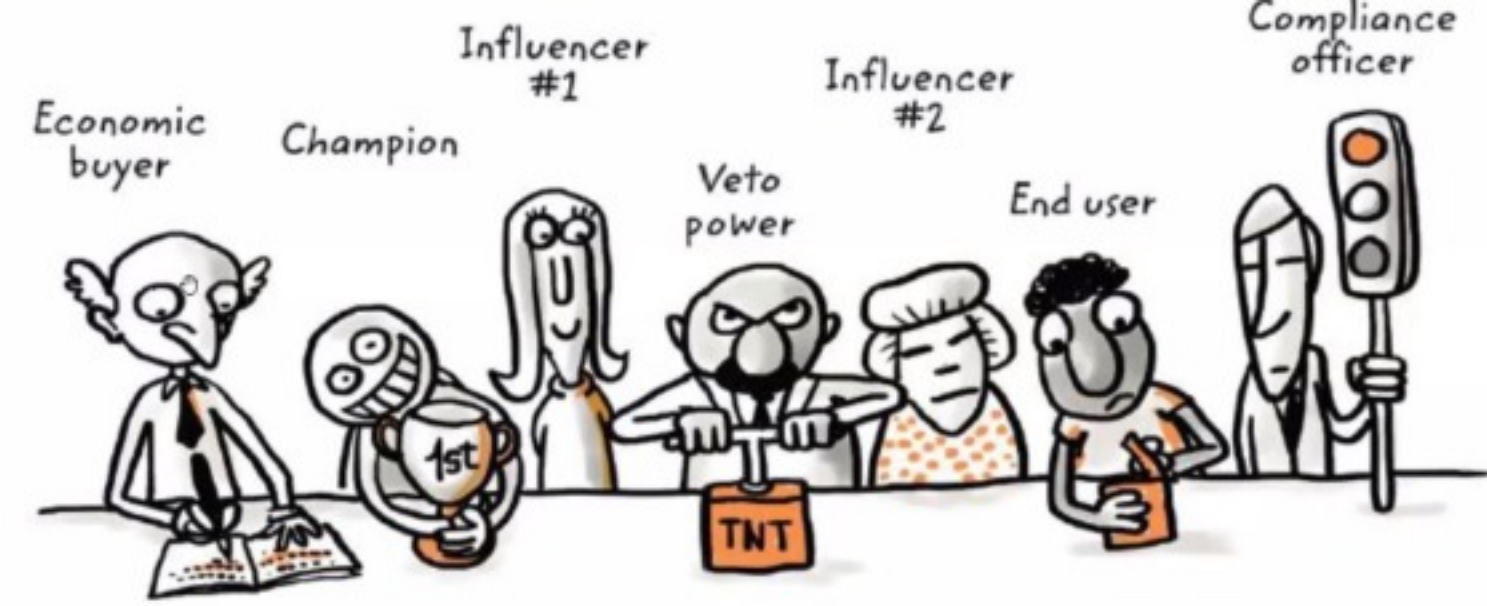
Supported by

Startup Academy



Startup 101: An introduction to Science and Technology Entrepreneurship

This initiative is aimed to support ideation stage startups via various programs under the umbrella of Startup Academy



Module 5: Marketing & Sales

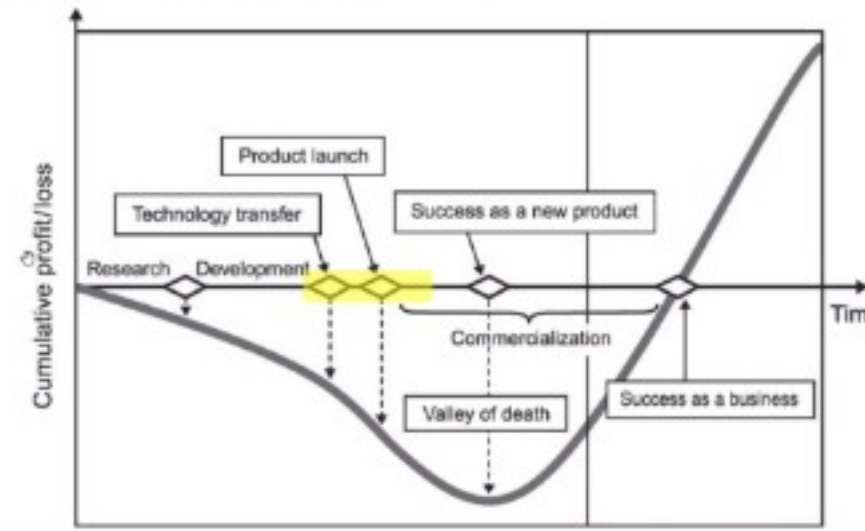
Session 1: Sales and distribution – By Kaushik Gala

Sales & Distribution for early-stage Science Startups

Kaushik Gala

Startup 101 #3
Venture Center, Pune
19 September 2020

Journey of A Science Startup



What Do I Need To Be Able To Sell?

- Website
- Presentation (non-confidential)
- Video, animation
- Demo
- Customer case studies
- White papers, blogs, guest posts, PR, ...
- Mutual NDA
- RoI / Business Case
- Contracts, invoices, payment mechanisms, taxation!

Session 2: Insights in selling science based products: Engaging with KOLs

– By Sarika Phatak

INSIGHTS INTO SELLING SCIENTIFIC PRODUCT ROLE OF KOLS



KEY OPINION LEADER LEVERAGING THROUGH OUT PRODUCT INNOVATION LIFE CYCLE

