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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

Dr. Philip Kotler defines marketing as “the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential.

When do we address this?

Module 5: Marketing & Sales

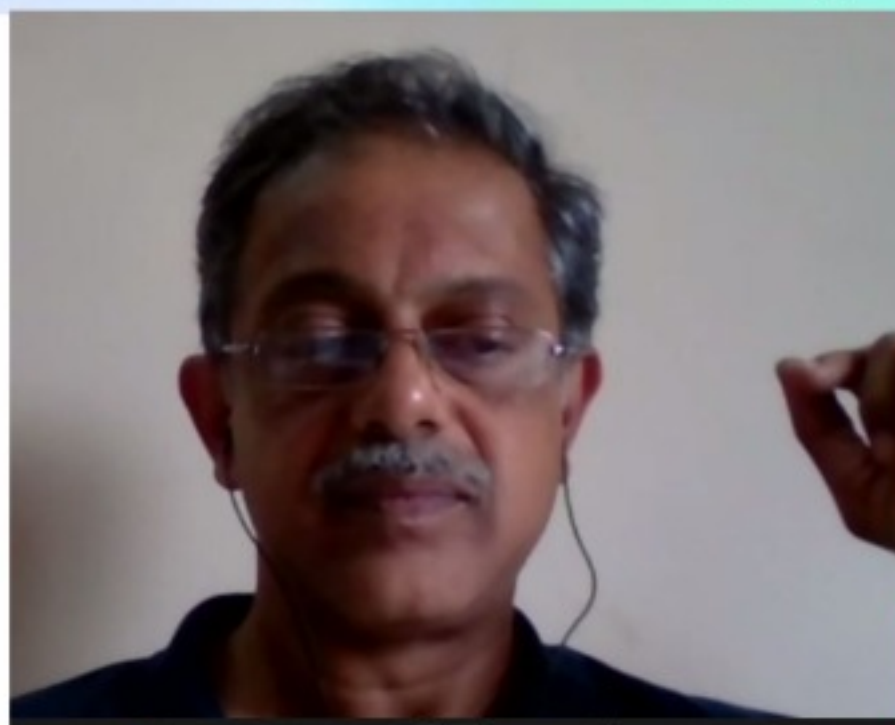
Essentials of marketing - By Mr. Ravi Sarangapani

Essentials of Marketing

For Healthcare Technology Start-ups

Ravi Sarangapani

18 Sep 2020



Market research and Pricing - By Mr. Magesh Nandagopal

Market Research & Pricing

Magesh Nandagopal
Principal Scientist, NCL Innovations, CSIR-National Chemical Laboratory

