

Workshop on Go-to-Market (GtM) Strategies for Early-Stage Startups

- Organized by Venture Center -

Gains	<ul style="list-style-type: none"> Understand GtM and how it is relevant to a startup business Importance of having a GtM strategy, relation with Product strategy and role of GtM in the overall business plan Know about how to develop a market and competitive landscape and how to decide (choose) which market to compete in Identification of the initial customers, launching the product and reaching potential early adopters Moving towards product-market fit (PMF) Designing a GtM strategy and articulate it Monitor implementation of your GtM strategy by evolving your GtM measurement model
Workshop Coordinator	<ul style="list-style-type: none"> Mr Sundara Nagarajan, MD, Innovation ScaleUp Advisors Pvt Ltd.
Organized by	<ul style="list-style-type: none"> Social Innovations @ Venture Center
Supported by	<ul style="list-style-type: none"> Biotechnology Industry Research and Assistance Council (BIRAC) Venture Center
For whom	<ul style="list-style-type: none"> Early stage inventive enterprises and science-based startups
When	<p>Tuesday 15 Mar 2022 Time: 1100 - 1300 hrs Tuesday 29 Mar 2022 Time: 1100 - 1300 hrs Thursday 31 Mar 2022 Time: 1100 - 1300 hrs</p>
Where	All sessions will be held on an online platform
Contact	<p>Technical queries: Dr Mugdha Lele mugdha@venturecenter.co.in 7410045652 Registration queries: Ms Niruta Killedar niruta.killedar@venturecenter.co.in 8956226080</p>
Registration	<p>Registration Process:</p> <ul style="list-style-type: none"> Workshop attendance is free. Registration is mandatory Registration Process: <ul style="list-style-type: none"> Step 1: Interested participants need to fill in registration form at the registration link: https://forms.gle/ccwdURSUYDE1jSDbA Step 2: Workshop pre-work will be sent to applicants. This needs to be submitted to the organizing team by Thursday, 10th Mar 2022 Step 3: Email invite with link to workshop will be sent post screening of registration details and successful submission of the workshop pre-work. NOTE: Registration closes once 20 seats are full More details at: https://www.venturecenter.co.in/socialinnovations/events/

Introduction

GtM is an essential element of executing your journey from an idea to a business. There is no business if you don't generate revenue from market opportunities. Even businesses with the best products will fail without an appropriate GtM strategy that considers various vital factors. The purpose of this workshop is to help you designing your GtM strategy for your startup business. This is not a comprehensive master class on marketing, sales or business development processes. Instead, it is a practical workshop for the scientist/technologist entrepreneurs to understand what GtM strategy is, how to develop the GtM plan and execute it.

What you will learn?

- What is GtM, as relevant to a startup business?
- Why and when should we have a GtM strategy and plan?
- How to develop a market and competitive landscape? How do you decide (choose) which market to compete in?
- What is the role of GtM in the overall business plan?
- How to identify initial customers and to develop a go-to-market strategy to effectively launch your product, reach potential early adopters?
- How GtM strategy and Product strategy are related?
- How do you move towards product-market fit (PMF)?
- How do we design a GtM strategy and articulate it?
- How do you know your GtM strategy/plan is working? How do you evolve your GtM measurement model?

During this workshop, you will also understand foundations of sales, marketing, product management and business development functions. This course is specifically designed for “deep tech” (or, science-based) startup ventures. We shall examine what are the special challenges in the case of such ventures.

What you will do during the workshop?

- Design the go-to-market strategy for your business.
- Develop a customer pitch for your product/service.
- Design Objectives-Key Results (OKRs) for your GtM strategy

Suggested Pre-reading/Pre-watching

- Leslie, M., Leslie's compass: A framework for go-to-market strategy
- Steve Jobs, Go-to-Market strategy for NeXT (online videos available)

Course Pre-work

- Who is the primary user of your product/service? Write a brief “user persona” description to uncover how your product/service meets their need. Did you describe or show your product/service to a few primary users? What did you learn from the interaction?
- Who is your ideal customer? Write a brief “customer persona” description to uncover why they might buy your product/service. If your ideal customer persona is different from the primary user persona, did you describe your product/service to them? What did you learn from the interaction?
- Write a one-slide description of your Go-to-market Strategy.

Terms and Conditions for Participants

- Participants shall arrange their own devices (preferably Laptop/ Tablet) and ensure good internet connectivity during the online workshop.
- Attendance is mandatory for all sessions once registration is confirmed.
- No sessions will be repeated if a participant is unable to join due to poor internet connectivity or any other reasons.

Workshop Includes

- Free membership in mailing list to follow-up on program and intimation of relevant events/ funding opportunities from Venture Center
- Certificates will be given to only those candidates who complete the workshop assignments and have 100% attendance.

Workshop Schedule

Session No	Day, Date, Time	Session Title
1	Tuesday 15 Mar 2022 1100 - 1300	Go-to-Market (GtM) Strategies for Early-Stage Startups
2A	Tuesday 29 Mar 2022 1100 - 1300	Debriefing of assignment: Session 1
2B	Thursday 31 Mar 2022 1100 - 1300	Debriefing of assignment: Session 2

- **Submission time for workshop assignment: 10 days.**
- **Each assignment will be discussed during the 2 debriefing sessions. Participants who do not complete the assignment will not get the workshop completion certificate.**
- **Please note, late submissions will not be discussed and will not get any comments from the workshop faculty.**

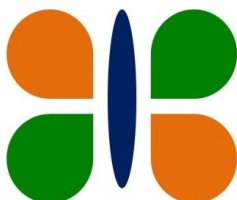
Workshop faculty



Sundara Nagarajan

Nagarajan is Managing Director at Innovation ScaleUp Advisors (ISA) Private Limited, an advisory platform and practice that helps innovators and investors scale-up technology-based businesses and monetize innovation, globally. ISA helps accelerate the monetization and scaling of disruptive companies. Nagarajan deeply relates to the challenges involved in scaling ideas to deliver business value, owing to his career in computer systems development engineering for over three decades. He is an accomplished senior technologist with experience in startup initiatives of large global enterprises and early-stage companies. He has performed director-level technical leadership and executive management roles in product development and deployment serving Customers worldwide. His subject matter expertise is in computer systems architecture, data management, and systems/software engineering. As a Technical Director at NetApp and as Distinguished Technologist at HP Enterprise, he contributed to the architecture development of enterprise-class products and solutions. As a member of the founding management team of Philips Innovation Campus and as Director (Systems) at HP, delivered high-volume consumer and enterprise-class products, managing large teams of R&D engineers. As Director-Technology at IPValue, he developed deep knowledge and expertise in the business aspects of innovation and commercializing intellectual property. He co-founded Bluefont Technologies to develop technology for high-bandwidth short-range wireless. Started his career at Wipro, during the early days of Information Technology in India and grew through different roles. Nagarajan holds M.S. (By Research) from the IIT-Madras and graduate degree in Electrical Engineering from the University of Calicut, India.

Organized by



Social Innovations
at Venture Center

Venture Center is committed to Social innovation and entrepreneurship. We actively nucleate and nurture enterprises that focus on solving socially important problems and build sustainable entities (for profit or not-for-profit) to deliver the solutions to society. Focus areas at Venture Center include affordable health and nutrition, empowering farmers, clean energy, sustainable resource utilization, environment and circular economy, water, sanitation, hygiene and any other social sectors that can leverage Venture Center's innovation ecosystem.

For more information: <http://www.venturecenter.co.in/socialinnovations>

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For more information, visit: www.birac.nic.in



Entrepreneurship Development Center (Venture Center) – a CSIR initiative – is a Section 25 company hosted by the National Chemical Laboratory, Pune. Venture Center strives to nucleate and nurture technology and knowledge-based enterprises by leveraging the scientific and engineering competencies of the institutions in the Pune region in India. The Venture Center is a technology business incubator supported by the Department of Science & Technology's National Science & Technology Entrepreneurship Development Board (DST-NSTEDB). Venture Center's focuses on technology enterprises offering products and services exploiting scientific expertise in the areas of materials, chemicals and biological sciences & engineering.

For more information, visit: <http://www.venturecenter.co.in/>
