

## Workshop on Essentials of Market Research and Analysis

- Organized by Social Innovations @ Venture Center -

Gains	<ul style="list-style-type: none"><li>Understand basic concepts in market research</li><li>Have deeper insight regarding product positioning in the market</li><li>Gauge your product’s performance in the market</li><li>Primary research for niche markets</li><li>Know about reliable sources for market survey, Value chain analysis</li><li>Understand how to conduct comparison studies for sharpening your value proposition</li></ul>																											
Organized by	Social Innovations @ Venture Center																											
Supported by	<ul style="list-style-type: none"><li>Biotechnology Industry Research and Assistance Council (BIRAC)</li><li>Venture Center</li></ul>																											
For whom	<ul style="list-style-type: none"><li>Early stage inventive enterprises and science-based startups</li></ul>																											
When	Fri - Sat   15-16 September 2023   9.30 AM to 5.30 PM																											
Where	Session will be held in hybrid mode <ul style="list-style-type: none"><li>Online Mode via Zoom platform</li><li>Offline Venue: Lecture Theatre @ Venture Center, NCL Innovation Park</li></ul>																											
Contact	Technical queries: Niruta Killedar   niruta.killedar@venturecenter.co.in   8956226080 Registration queries: Vineet Joshi   vineet.joshi@venturecenter.co.in   9156465141																											
Registration	<p>Registration Process:</p> <ul style="list-style-type: none"><li>Step 1: Interested participants need to fill in registration form at: <a href="https://forms.gle/HnC81TvwMzvmRpcW6">https://forms.gle/HnC81TvwMzvmRpcW6</a></li><li>Step 2: Payment details will be shared via email to candidates who successfully complete the screening process. Attendance only on confirmation of payment of registration fees</li></ul> <p>Registration is mandatory</p> <table><tr><th>Category</th><th>Discount</th><th>Fees</th></tr><tr><td>Venture Center’s current Social Innovation Immersion Program Fellows</td><td>100% waiver</td><td>NA</td></tr><tr><td>Venture Center’s current NIDHI-EIR fellows</td><td>100% waiver</td><td>NA</td></tr><tr><td>Venture Center’s current NIDHI-PRAYAS grantees</td><td>100% waiver</td><td>NA</td></tr><tr><td>Venture Center’s current CSR grantees</td><td>100% waiver</td><td>NA</td></tr><tr><td>NCL- TEC members</td><td>100% waiver</td><td>NA</td></tr><tr><td>Team members of Venture Center’s current resident incubates</td><td>50% waiver</td><td>1250 INR</td></tr><tr><td>Social Innovation Immersion Program Fellows of other center</td><td>50% waiver</td><td>1250 INR</td></tr><tr><td>Anyone else who does not fall under the above categories</td><td>NA</td><td>2500 INR</td></tr></table> <p>NOTE:</p> <ul style="list-style-type: none"><li>More details at: <a href="https://www.venturecenter.co.in/socialinnovations/events/">https://www.venturecenter.co.in/socialinnovations/events/</a></li><li>REGISTRATIONS AND FINAL PAYMENT DEADLINE Registration closes once 20 seats are full or on 11 Sept. 2023 (whichever comes sooner)</li><li>Fees paid is not refundable and non transferable under any circumstances</li></ul>	Category	Discount	Fees	Venture Center’s current Social Innovation Immersion Program Fellows	100% waiver	NA	Venture Center’s current NIDHI-EIR fellows	100% waiver	NA	Venture Center’s current NIDHI-PRAYAS grantees	100% waiver	NA	Venture Center’s current CSR grantees	100% waiver	NA	NCL- TEC members	100% waiver	NA	Team members of Venture Center’s current resident incubates	50% waiver	1250 INR	Social Innovation Immersion Program Fellows of other center	50% waiver	1250 INR	Anyone else who does not fall under the above categories	NA	2500 INR
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- The organizers reserve the right to accept or refuse or delay registrations so as to optimize the composition of the group and hence maximize learning for all participants

## Introduction

Market research helps startups to get a better understanding of their customers, competitors, and the industry they are operating in. It's an essential tool for making informed decisions and ultimately, for increasing the chances of success. The Deep tech startups that needs to gauge the exact need of customer before launching the product in market and analyze the feasibility of the proposed product or make desirable changes in the product or Go to Market Strategy. Though getting market research done from the firm is very costly for early stage startups, so it is required to introduce the early stage entrepreneurs with basics of Market Research, Market sizing, Competitors analysis. Innovators will also learn about different tools of market analysis as well as how to create a better questionnaire for bringing out desired information. The sessions are planned along with hands on assignment to give detailed insights and understand the concepts clearly with examples.

## Terms and Conditions for Participants

- **Participants shall arrange their own devices (preferably Laptop/ Tablet) to work on the workshop assignments.**
- **Participants to arrange for their travel and accommodation**
- Attendance is mandatory for all sessions once registration is confirmed.
- No sessions will be repeated if a participant is unable to attend due to any reasons.

## Workshop Includes

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

## Workshop Schedule

### Day 1: Friday, 15 September 2023

Time	Session	Faculty
0930 – 0945	Welcome and Introduction to the workshop	Mugdha Lele
0945 – 1100	Fundamentals of Market Research	Siddhesh Gavate
1100 – 1130	Networking Tea/Coffee: 900, Foyer Area	
1130 – 1300	Introduction to on-line quantitative market research (explanation with example) <ul style="list-style-type: none"> <li>TAM, SAM, SOM</li> <li>Approaches: Top-down vs Bottom-up</li> </ul> <b>Assignment 01</b> – Prepare market sizing document specific to your own innovation (to do overnight)	Akshay Patil
1300 – 1400	Lunch Break: Innovation Cafe	
1400 – 1530	How to create a survey questionnaire for Primary Research <b>Assignment 02</b> – Design survey questionnaire & discussion	Gayathry S
1530 – 1600	Networking Tea/Coffee: 900 Foyer Area	
1600 - 1730	Primary Market Research <ul style="list-style-type: none"> <li>How to conduct primary market research</li> <li>Demo via role plays and debriefing on the role plays</li> </ul>	Gayathry S

### Day 2: Saturday, 16 September 2023

Time	Session	Faculty
0900 – 1000	Presentations of Assignment 01 and Discussion	Premnath V & Gayathry S
1000 – 1100	Value chain analysis	Premnath V
1100 – 1130	Networking Tea/Coffee: 900, Foyer Area	
1130 – 1300	Sources of Market Research <ul style="list-style-type: none"> <li>Secondary research</li> <li>Useful databases</li> </ul>	Akshay Patil
1300 – 1400	Lunch Break: Innovation Cafe	
1400 – 1530	Introduction to Competitor Analysis <ul style="list-style-type: none"> <li>How to identify competitors for your product</li> <li>Trends in the market</li> </ul> <b>Assignment 03</b> – Competitor Analysis & Discussion	Siddhesh Gavate  Gayathry S
1530 - 1600	Closing session and feedback	Premnath V
1600	Networking Tea/Coffee: 900 Foyer Area	

## Workshop faculty



**Akshay Patil**  
**Manager, Mindtree Limited**

Akshay is an accomplished market research consultant with more than 6 years of experience in conducting Product/Technology/Industry Research, Consumer Analysis, Supply Chain Analysis, Financial & Operational Analysis, Competitive Intelligence and Peer Benchmarking Frame works across Technology, Chemical, Materials & Energy, Industrial Products, and Healthcare industries. He is well-versed with business research methodologies and a dept in data mining, data analysis, data interpretation, and data representation processes.



**Gayathry S**  
**Senior Associate- Incubation, Venture Center**

Gayathry is a part of the Incubation and Mentoring team at Venture Center. Previously, she has worked as Market Research Analyst at Transparency Market Research in the Chemicals, Materials and Energy domain. As a market research analyst, Gayathry has completed various syndicated, client and customized reports for clients both from India and abroad. During her market research career, she has done in-depth primary research for analysing various niche markets. She has also worked for a research project at Indian Institute of Space science and technology (IIST, Dept of Space). She has completed M.Tech in Nanotechnology and B.Tech in Biotechnology and Biochemical Engineering.



**Siddhesh Gavate**  
**Market Insights Manager, Garner Inc.**

Siddhesh has been working in the field of market research, consulting, and strategy for more than 7 years. His first three years of experience involved working with multiple fortune 500 clients by offering them market and competitor insights in the form of well-synthesized reports & presentations. Recent four years with several leading MNCs and startups, where he led a team of market analysts and contributed to strategic decision-making within the company. Overall, Siddhesh has exposure to a multitude of industries such as Chemicals & Materials, Power & Utilities, Oil & Gas, Automotive, Testing, Inspection & Certification (TIC), Advanced Information Technology (AI/ML/Cloud), Technology Research etc



**Premnath V**  
**Director, Venture Center | Scientist-Polymer Science & Engineering Division at NCL**

Premnath is Scientist-Polymer Science & Engineering Division at NCL and Director-Venture Center. He is a technologist and commercialization expert having previously successfully commercialized two technologies. He has a keen interest in technology development for biomedical products. He holds a B.Tech. from the IIT Bombay and a Ph.D. from the MIT, USA. He has also been a Chevening Technology Enterprise Fellow with the Centre for Scientific Enterprises, London Business School and Cambridge University, UK. He brings with him considerable experience in technology development and commercialization (two successfully commercialized families of products), working with start-up companies (in Cambridge-UK and India) and engaging with large corporations on research and consulting projects as project leader.

### In-house team (in alphabetical order of last names)



**Mugdha Lele**  
**Head – Social Innovations, Venture Center**

Mugdha is currently Head – Social Innovations at Venture Center, Pune. She has done Ph.D from School of Health Sciences, University of Pune and has teaching and research experience in a State Government medical university. At Venture Center, she is responsible for driving the Social Innovations activities and providing technical mentoring for startups at Venture Center. She has been a Fellow of the Chevening Rolls Royce Science, Innovation, Policy and Leadership Programme (CRISP) at the Said Business School, University of Oxford, UK in 2016. In 2018 she has also been part of the Aritra Accelerator Program for Leadership in the Social Sector at IIM Bangalore with Phicus Solutions and Dr. Reddy's Foundation. She serves as the nominee director on the boards of Synthera Biomedical Pvt Ltd (a dental biomaterials startup), Pragmatech Healthcare Solutions Pvt Ltd (a medical diagnostics startup) and Spot Healthcare Solutions Pvt Ltd (a medtech startup).



**Niruta Killedar**  
**Senior Associate - Social Innovations, Venture Center**

Niruta is primarily responsible for assisting in the implementation of the Social Innovation Immersion Program at Venture Center. Overall she assists in driving the Social Innovations portfolio at Venture Center and coordinates events and related mentoring activities. She is a Microbiologist by training and has more than 7 years of experience in interdisciplinary areas of science. She has been passionately working in border areas for the last 15 years as a volunteer through the NGO Aseem Foundation, which adds value to the Social Innovations portfolio at Venture Center.

### Organized by



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>

### Supported by



Biotechnology Industry Research & Assistance Council is a new industry-academia interface and implements its mandate through a wide range of impact initiatives, be it providing access to risk capital through targeted funding, technology transfer, IP management and handholding schemes that help bring innovation excellence to the biotech firms and make them globally competitive.  
For more information, visit: [www.birac.nic.in](http://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>