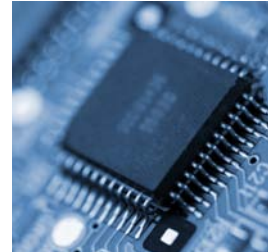


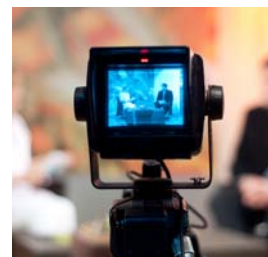
MARKET DEVELOPMENT FOR TECHNOLOGY VENTURES



ACCESS



SEED



GROW

What is the Program?

Technology products and services thrive at the cusp of technology and market uncertainty and competitive volatility. These technology products and services are typically characterized by short product life cycles, with the threat from next generation, which are always around the corner. The high rate of volatility, and heavy dose of research & development into product development accelerate product obsolescence. Among other challenges, most technology companies grapple with challenges like finding a viable customer base, scaling existing customer base and better addressing the needs of the existing customers.

The program has been designed to address these needs of various sectors, including information, communications and technology. The program discusses lead users and technology adoption issues. In the Indian context it has become relevant for the startup and new ventures as well as the booming e-commerce venture community in India. The program design thus addresses a growing, yet latent need, of a wide spectrum of industry verticals.

The Program

This one-day curtain raiser addresses the key challenge of Marketing Technology Products and Services, and dealing with unknown products and markets. It covers aspects from planning and conducting market research to targeting and the positioning strategy for these innovation-led products. From government support to channels and initial adoption for scaling up are also discussed during the program. From marketing communication

Duration

One day

Time

9:30 am to 5:30 pm

Date

20th December

to brand development to developing value propositions, dealing with obstacles in respect of high technology, interoperability and change are also covered in the program to give it a holistic flavor.

Program Takeaways

- Market Assessment & Strategy
- Routes to Market for Technology and Innovation
- Pricing Technology and Innovation
- B2B Branding
- Technology Life Cycle Marketing

Who should attend?

The program is designed to create an understanding the nuances of developing a market for technology products and services. The program is aimed at the knowledge and skills-need of Founders, Management, Business Development, Product Managers and Product Development professionals in startups and also professionals in similar roles in established organizations. Other members, like faculty members, consultants, evangelists, etc, of the startup ecosystem will find the program equally useful.

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Program Format*

Time	Activity
9:15 am – 9:30 am	Welcome and Expectations
9:30 am – 11:00 am	Product Ideation and Fit to Market
11:00 am – 11:15 am	Coffee Break
11:15 am – 12:15 pm	Strategy & Resources
12:15 pm – 1:30 pm	Routes to Market & Enterprise Sales Cycle
1:30 pm – 2:15 pm	Lunch Break
2:15 pm – 3:15 pm	Technology Venture Perspective Sidharth Tripathy , CEO, Skillizen
3:15 pm – 4:00 pm	Pricing Technology and Innovation
4:00 pm – 4:15 pm	Coffee Break
4:15 pm – 5:00 pm	Technology Life Cycle Marketing
5:00 pm – 5:30 pm	Summary, Roundup and Learnings

*Tentative

Pedagogy

The workshop uses engaging hands-on methodology that is facilitated by industry experienced professionals through a framework based activities, case-studies, moderated discussions/ breakout groups and individual assessments.



Deepak Pandit Program Director

Deepak is a co-founder, member of the executive team and a core faculty at the Indian School of Entrepreneurship. He is a senior industry professional with general management and cross-border market development exposure. During his industry stint he has worked with bell weather organizations like HCL Corporation, Motorola India, Intel Asia and global startups like Gilat Satellite Networks and Satellite Technology Management (STM). He was Country Head, India for STM Group Inc., a specialized satellite player. He has also founded and heads the education practice at his entrepreneurial venture **PRACSTRATS**. Deepak is a doctoral candidate from MDI Gurgaon focusing on the phenomenon of disruptive innovation in emerging economies. He graduated from the first full time MBA batch from BIMTECH, Delhi and holds a first class graduate degree in commerce (honors) from University of Delhi.



Arun Gupta Program Faculty

Arun is a seasoned industry professional, with nearly two decades of work experience in International sales and marketing the telecom industry, with companies like Motorola and GTL Limited. He was functional and administrative head of global sales team based both in domestic and international markets. Arun has also worked with Epson, where he led the national sales and marketing for the entire portfolio of Epson's products. He is an MBA degree from IIM, Lucknow and holds a BTech from IIT, Kharagpur. Arun is a visiting faculty at Indian School of Entrepreneurship.



Sidharth Tripathy Special Guest

Sidharth is the Founder & CEO at Skillizen Learning Solutions. During the founders research work on Educational Innovation and Social Entrepreneurship at Harvard University, he conceived and pioneered SKILLIZEN, which is a NASSCOM 10,000 Startup. Sidharth is also MD of Brandgain, Group CEO of Brandgain Asia and has earlier worked with Jasubhai Digital Media, FedEx Corporation, and Godrej-GE Appliances. He is an alumnus of Harvard Business School and Chief Evangelist for Indian School of Entrepreneurship.

Price

The participant fees for the program is Rs. 1,999 + Service Tax.

As an inaugural offer, the School is extending a limited one-time price of Rs. 999, all inclusive, only for this version of the program as a commitment and effort to support the startup community.

Venue

Country Inn & Suites

Plot No. 360-362, Millennium City Center, Sector 29, Gurgaon 122001

The venue is conveniently located near the HUDA City Centre Metro Station

You can also book your seat here: <http://bit.ly/MDTVGurgaon>



For more information, please call 98113 11032 or write to MDTV@iseedu.in

Art of Start #2
www.iseedu.in/MDTV