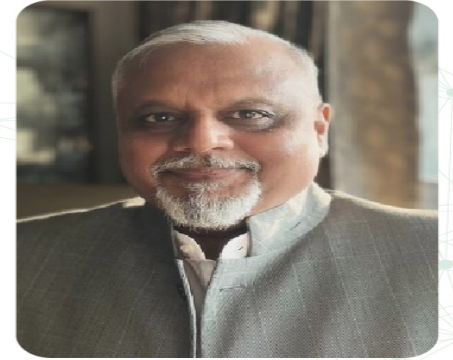


IvyConnect Series

Masterclass on Go To Market Strategy and Initial Traction

 11th December

 Mode : Online



Mr. Alok Agrawal
Managing Partner, The Growth Labs
IIT Kanpur and IIM Bangalore Alumnus

Connect Series - Masterclass on GTM Strategy and Initial traction with IIT Ropar TBIF

IvyCamp in collaboration with the IIT Ropar - Technology Business Incubator Foundation (TBIF) hosted masterclass on GoToMarket Strategy & Initial Traction led by Mr. Alok Agrawal, Managing Partner at The Growth Labs and an alumnus of Indian Institute of Technology, Kanpur and Indian Institute of Management Bangalore. The session focused on understanding demand and competition, building brand and digital assets, using AI tools in this process effectively.

Key Takeaways

- Engage directly with customers to understand their needs, validate ideas, and iterate the product based on feedback before scaling.
- Establish a market presence through cost-effective strategies like blogging, consistent social media activity, and networking at events to build an authentic audience.
- Develop a reliable, user-friendly Minimum Viable Product that provides a tangible experience for users and continuously improve it by measuring its impact.
- Personally create marketing copy and pitch decks to clearly articulate the vision and establish a genuine connection with the audience.
- Utilize AI tools for content creation, videos, and customer interactions to enhance efficiency and foster creativity in the business processes.