

IvyConnect Series

Masterclass on Moving From Idea to Market

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 Mode: Online



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Masterclass on Moving from Idea to Market with IIM Kozhikode LIVE

We hosted the Connect Series in collaboration with IIMK LIVE, focused on helping student and early-stage founders take their ideas to market. Led by Ananth Padmanabhan, Co-Founder & CEO at WRKTOP and an alumnus of the Indian Institute of Technology, Kharagpur & Indian Institute of Management Bangalore, the session highlighted key strategies for success to delve into 'Moving from Idea to Market.'

Key Takeaways

- Validate your idea by assessing whether it addresses a genuine problem, has the potential to reach a wider audience, and aligns with social and environmental standards.
- Focus on the broader journey of entrepreneurship rather than getting too attached to a single idea.
- Seek validation from people outside your immediate circle to avoid biases. Negative feedback doesn't necessarily imply a flawed idea.
- Consider raising small funding after the validation stage as this boosts the confidence in the viability of the idea and also paves the way for securing future investments.
- Prioritize securing anchor customers who resonate with your vision. If needed, incentivize them; they'll provide invaluable critiques, assist with development, and become your strongest marketers.