

IvyConnect Series

Experts

Masterclass on

- ▶ MVP Refinement
- ▶ Patents Valuation and Monetization
- ▶ GTM Strategy and Initial Traction
- ▶ Investment Readiness

27th, 28th & 29th May

Mode: Online



Abhishek Kapoor
CEO & Co-Founder Integral Bytes Skills Academy Pvt Ltd, IIT-D & IIM-C Alumnus



Harshit Tahiliani
VP, Investments at IvyCap Ventures



Dr. Kaustubh Dhargalka
Dean – Business Design, Innowe, REDX & NISP @Weschool, IIT BHU Alumnus



Rajneesh Kumar
Head-Technology Transfer Office (Institute wide) at BITS Pilani Group

Connect Series - Masterclass on MVP Refinement, Patents Valuation, GTM Strategy, and Initial Traction and Investment Readiness with IIT Indore ACE Foundation

IvyCamp in collaboration with IIT Indore ACE Foundation hosted a series of masterclass sessions for incubated startups, offering them an opportunity to learn from and interact with ecosystem experts. These masterclass sessions provided startups with actionable insights on MVP Refinement, GTM Strategy, Investment Readiness, and Patent Valuation and Monetization along with access to IvyCamp's corporate perks, aimed at accelerating their growth.

Key Takeaways

- **MVP Refinement** by Mr. Kaustubh Dhargalkar, Welingkar Institute of Management and an Alumnus of IIT-BHU
 - Emphasized designing MVPs from the customer's perspective
 - Recommended integrating sensory elements (visual and tactile) to enhance user engagement and retention
- **GTM Strategy** by Mr. Abhishek Kapoor, CEO and Co-Founder of Integral Bytes Skills Academy and an Alumnus of IIT Delhi and IIM Calcutta
 - Highlighted the importance of identifying a primary customer segment
 - Suggested crafting tailored messages for early adopters, who can act as brand ambassadors
 - Stressed the significance of capturing feedback for refining offerings
- **Investment Readiness** by Mr. Harshith Tahiliani, VP of Investments at IvyCap Ventures Advisors Private Limited Ventures
 - Discussed the necessity of telling a compelling story to attract investors
 - Emphasized the importance of clarity in market understanding and financial planning to build investor confidence
- **Patent Valuation and Monetization** by Mr. Rajneesh Kumar, Head of TTO at Birla Institute of Technology and Science, Pilani
 - Focused on three key aspects:
 - Outsourcing IP search and patent claim drafting
 - Clarifying ownership and IP policies from the start
 - Leveraging AI for effective IP creation and protection strategies