

IvyConnect Series

Experts

Masterclass on

- ▶ MVP Refinement
- ▶ Product Market Fit
- ▶ GTM Strategy and Initial Traction
- ▶ Feedback on Pitch



Mr. Suman Saurabh
Founder at Docustack
IIM-B & IIT Roorkee Alumnus



Mr. S. Muralidharan
Chairman at
Mobility Aftermarket,
IIM-B & IIT-KGP Alumnus



Mr. Anshuman Verma
Venture Incubator &
Board Advisor Shift Alt Capital
IIM C Alumnus



Mr. Ajay Rungta
Startup Advisor and Angel Investor
BITS Pilani Alumnus

16th, 17th, 18th & 19th July

Mode: Online

Connect Series - Masterclass on MVP Refinement, Product Market Fit, GTM Strategy and Initial traction and 1:1 Pitch Feedback Session with IIT Palakkad Technology IHub Foundation (IPTIF)

IvyCamp, in collaboration with the IIT Palakkad Technology IHub Foundation (IPTIF), hosted a series of masterclasses for incubated startups, providing them with a valuable opportunity to engage with alumni experts from IITs, IIMs, and other leading institutions. These sessions aimed at providing insights on MVP refinement, product-market fit, go-to-market strategies, and initial traction. Following these sessions, the participants engaged in a 1:1 feedback session wherein they received constructive feedback on their pitches, helping them refine their approaches for future success.

Key Takeaways

- **MVP Refinement** by Mr. Suman Saurabh, Founder at DocuStack and an Alumnus of IIT Roorkee and IIM Bangalore.
 - Importance of timing for product releases.
 - Prioritization of product features during the MVP refinement process based on customer feedback.
 - Identifying a problem before seeking solutions to avoid wasting time.
- **Product Market Fit** by Mr. S Muralidharan, Chairman at Mobility Aftermarket, an Alumnus of IIT Kharagpur and IIM Bangalore.
 - Identification of a customer's pain points.
 - Staying attuned to market changes at all stages to ensure that the product offered is aligned with the customer's expectations.
- **GTM Strategy and Initial Traction** by Mr. Anshuman Verma, Venture Incubator and Board Advisor at Shift Alt Capital, and an Alumnus of IIM Calcutta.
 - Importance of defining a clear point for GTM strategy early on in the startup journey.
 - Start from the problem, early definition and engagement with the target audience.
 - Develop a comprehensive and structured GTM plan to ensure clarity in the path.
- **Pitch review** by Mr. Ajay Rungta, Startup Advisor and Angel Investor, and an Alumnus of BITS Pilani.
 - Feedback on pitches from six startups focused on Clean Energy.
 - Discussion and feedback on the co-founder's compatibility, product, marketing, and scaling plans.
 - Insights to prepare the startups for potential investor questions they might encounter during an actual pitch.