

IvyConnect Series

Experts

Masterclass on

- ▶ MVP Refinement
- ▶ GTM Strategy and Initial Traction
- ▶ Investment Readiness



Niket Agrawal
Co-founder & CEO at MeraPashu360
IITM Alumnus



Anand Dhutraj
Academician at
N.L.Dalmia Institute
IITB and IIMC Alumnus



Puneet Suri
Managing Partner at Asisa Advisors
IIMA Alumnus

Connect Series - Masterclass on MVP Refinement, GTM Strategy, and Initial Traction and Investment Readiness for Incubator Startups

IvyCamp hosted a series of masterclass sessions led by Alumni from IITs and IIMs for startups in the MVP and early growth stages, providing them with targeted insights on their MVP refinement, go-to-market strategy, and Investment readiness.

Key Takeaways

- **MVP Refinement** by Mr. Niket Agarwal, CEO and Co-Founder of MeraPashu 360 and an Alumnus of IIT Madras.
 - Suggested three MVP testing methods:
 - **Landing Page MVP:** Gauge consumer interest via a dedicated landing page.
 - **Explainer Video MVP:** Use a video to illustrate product value and functionality.
 - **Wizard of Oz MVP:** Create the illusion of a fully functional product, relying on manual processes behind the scenes.
- **GTM Strategy and Initial Traction** by Mr. Anand Dhutraj, Academician at N.L. Dalmia Institute and an Alumnus of IIM Bombay and IIM Calcutta.
 - Importance of demonstrating traction to show market gap, boosting investor confidence.
 - Recommended using market research firms or conducting surveys to gather insights on competitors and user pain points.
 - Identifying a problem before seeking solutions to avoid wasting time.
- **Investment Readiness** by Mr. Puneet Suri, Managing Partner at Asisa Advisors and Founder of VCIFY and an Alumnus of IIM Ahmedabad.
 - Emphasized thorough research on investors:
 - Analyze their portfolio for competitors and relevant sectors.
 - Understand their average ticket size.
 - Highlighted the significance of opportunity cost for founders (e.g., leaving a high-paying job)
 - Noted that services can create predictable cash flows, citing Apple's 17.5% profit margins from services.
 - Advised against jumping to solutions, noting that perfect solutions don't exist.
 - Stressed the importance of considering global expansion from day one, focusing on optimization, resource allocation, and strategic decision-making.