

REPORT

A masterclass on Go-to Market Strategies

Event Date: 05.09.2024

About the event:

On September 05, 2024, ASHINE, along with E-Cell, hosted a masterclass session on “Go-to-market strategies” featuring Shri. Advait Kurlekar, Charter Member, TiE, Pune, as part of its community engagement program in collaboration with the TiE, Surat. The event aimed to educate students and new entrepreneurs about the strategies to be employed for approaching the market. The speaker highlighted the importance of market research in creating a market-fit product by identifying the target audience, competition, and demand. He also presented the business model canvas and product portfolio matrix to make the selection of appropriate market strategy.

The session concluded with an interactive Q&A. The interaction provided participants with comprehensive knowledge and practical guidance.