

Ref: ICSII-SSIP04/JAN25/06

Date: January 28, 2025

Event Report

Event: Marketing Management for Entrepreneurs with SSIP

Type: Workshop

Time: 3:00 PM – 5:00 PM

Venue: LH30, Indus University

Speaker: Dr. Daisy Kurien, Associate Professor, IIMS

Total Participants: 68

Overview

The workshop on "**Marketing Management for Entrepreneurs with SSIP**" was organized to empower aspiring innovators with practical marketing knowledge tailored for early-stage startups supported under the Student Startup and Innovation Policy (SSIP). The session was facilitated by **Dr. Daisy Kurien**, an expert in branding, entrepreneurship, and startup marketing.

Key Highlights

- **Marketing Fundamentals for Startups**
 - Understanding target customers
 - Segmentation, targeting, and positioning (STP)
 - Brand value proposition building
- **Low-Cost Marketing Strategies**
 - Digital tools: Social media, SEO, email marketing
 - Influencer and referral-based outreach
 - Leveraging university resources and events
- **Customer-Centric Product Communication**
 - Aligning marketing with PoC and MVP stages
 - Storytelling and pitching techniques for brand creation
- **SSIP & Marketing Synergy**
 - How SSIP funds and incubation support can be leveraged for brand-building

- Success stories of student startups at ICSII

- **Interactive Case Discussions**

- Participants shared their startup ideas and received feedback on go-to-market strategies

Outcomes

- Enhanced understanding of **cost-effective marketing** tools and frameworks for startups
- Increased awareness of how **SSIP support** can be used to boost product visibility
- Participants expressed interest in **one-on-one mentorship** sessions to further shape their marketing plans

Conclusion

The session was impactful in bridging the knowledge gap between innovation and market outreach. Dr. Daisy Kurien's insights made the session highly engaging and relevant for young entrepreneurs aiming to scale their ideas under SSIP with effective marketing practices.

Organized by: ICSII, Indus University

Duration: 2 Hours

Mode: Offline Workshop

