



Event Name: Scaling Startups

Date: 13-09-2024

Venue: i-Hub

Organiser: i-Hub, eChai

About the event:

i-Hub Gujarat, in collaboration with eChai Ventures, hosted an engaging event "Scaling Startups," which included insightful discussions on the dynamic nature of startups, focusing on strategies for growth, marketing, and leadership. The event highlighted the evolution of email marketing, tactics for growth, and building a focused value proposition. Panellists shared their startup journeys, insights regarding leveraging social selling on LinkedIn, and nurturing employees for leadership roles. The session concluded with an exploration of startup finances and contributing towards a culture of trust and empathy.

Panellists/Participants attending the event:

1. Mr. Dhruv Patel [Co-founder, SalesHandy]
2. Mr. Vishal Virani [Co-founder & CEO, DhiWise]
3. Mr. Jatin Chaudhary [Salesman, eChai]

Summary of the event:

The discussion commenced with a focus on concise as well as engaging communication and the evolving landscape of email marketing. The conversation laid emphasis on how both of these factors play a critical role in conveying a startup's value proposition effectively. Panellists discussed how their post-college experiences prompted them to start their own ventures and emphasised the importance of focusing on a single, unique value proposition before expanding.

Further, they talked about building detailed strategies specific to each company's unique dynamics. Understanding the nuances of business growth—whether hyper-growth or steady progress—requires pinpointing the factors driving success. They also advised on investing in website content and design, highlighting the importance of outcome-driven and solution-focused messaging. The panellists also highlighted the shift from traditional SEO to social selling on LinkedIn.

Conclusion:

The event offered invaluable insights into the practical aspects of scaling startups. With a dedicated approach to growth, strategic marketing, and leadership building. By understanding their own business dynamics, startups can effectively chart a path to success.

Photos of the event:

