



# How to conduct in-depth Market Research and why it is important for early-stage startups

## Practical Insights BY ENTREPRENEURS FOR ENTREPRENEURS

### Note for the participants:

Basic understanding of cash-flows calculations and time value of money is required.

3 December 2020

Time: 4:00 PM to 5:30 PM

The talk will cover both primary and secondary market research tools, frameworks, tactics, and best practices. The focus will be on how to use publicly available data to validate the business hypothesis, how to identify participants for surveys, what types of questions to ask, and how to analyze the market research data. The goal is to help entrepreneurs with practical methods for doing market research independently and implement findings from the study in their business decisions. Additionally, it will also help entrepreneurs in developing a strong hypothesis around their business models, market sizing customer and stakeholder messaging, sales and marketing channels, etc.

### SHALU MITRUKA

Shalu is the co-founder of 'GrowthPal'. GrowthPal is streamlining engagement between startups and corporates through the use of technology stack. Previously she worked with Deloitte as a Healthcare and Life Sciences Strategy Consultant followed by her stint with MindTickle as a Business Strategy and Sales Operations manager. She enjoys working as an independent consultant for innovative life sciences and medical devices start-ups in India. Her skills include GTM design, pricing strategy, market research, competitive landscape assessment, primary and secondary research, pricing guidelines, story-telling, financial model assessment, benchmarking, 'market sizing' & segmentation, stakeholder mapping and customer buying journey assessments. She pursued her MBA from IIM Lucknow and bachelors from IIT Kharagpur.

Register here: <https://tinyurl.com/byEforE>

More on : <http://nidhicoe.venturecenter.co.in/2020/10/28/lecture-series-practical-insights-by-entrepreneursfor-entrepreneurs/>

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