

Event Details	
Event Name	Carrer Counseling
Topic	Scaling and Growth Strategies for Startups
Date	2024 -07-31 to 2024 -07-31
Mode	Offline
Venue	LH-102, Rock feller Block
Organizer Name	Chitkara Business School
Resource Person	Indeerveer Singh Founder and CEO
No. of Participants	55
SDG No	SDG 4: Quality Education , SDG 7: Affordable and Clean Energy , SDG 9: Industry , Innovation and Infrastructure , SDG 12: Responsible Consumption and Production , SDG 13: Climate Action

Objective :

1. Understand the importance of product -market fit .
2. Learn effective go-to-market strategies .
3. Leverage network density for growth .
4. Navigate different stages of startup growth .
5. Address common startup challenges with practical solutions .

Description :

With a background in producing electric trucks since 2014, Sir provided a unique perspective on sustainable vehicles and the challenges faced in scaling a startup . One of the key highlights was the emphasis on achieving product -market fit (PMF). He explained that understanding customer needs and continuously improving the product based on feedback is crucial for any startup . He illustrated this with examples of companies like King Media and Sound Cloud , which experienced significant growth by focusing on their customers ' needs . The discussion then moved to the importance of a robust go-to-market (GTM) strategy . He stressed the need for a clear plan that includes branding , pricing , distribution , and leveraging network density . He highlighted the significance of understanding the market from the consumers ' perspective to effectively launch and scale a product . He described the Explanation Stage , where the idea is developed and refined the Extrapolation Stage marked by rapid growth and the Expansion Stage , focusing on profitability and market penetration . He used real-life examples to illustrate these stages , making it easier for participants to relate to their own experiences . The event also addressed common challenges faced by startups , such as building the right team , acquiring customers , sales strategies and technical issues .

Outcomes :

- 1.) Enhanced Understanding of PMF
- 2.) Leveraging Network Density
- 3.) Navigating Growth Stages



4.) Effective GTM Strategies



Sir while delivering the session (31.07.2024)



Ma'am while interacting with students (31.07.2024)



Dean Sir during Vote of Thanks (31.07.2024)



Sir with faculty and students after the session (31.07.2024)