



ONE DAY WORKSHOP

ACHIEVE ACCELERATED MARKET GROWTH: THROUGH LEAD USER, LEAD GENERATION METHODOLOGIES

This Workshop is Ideal for:

Startup Founders, Marketing & Product Managers, Business
Developers and others

Date:

March 15, 2025

Hosted by

**Department of Management Studies,
IIT Madras**

Venue:
ICSR Hall 2, IIT Madras

Registration Fees:
Rs. 6000 (incl. GST)

**Register for the
Workshop**
Scan QR Code
or use Link



Workshop Deliverables

The Secret to Achieving Accelerated Market Growth

- 1** Transitioning from Product Orientation to Market Orientation
- 2** Re-orienting business strategy to address customer needs rather than just promoting the product
- 3** Seeking customer suggestions and feedback for successful product design
- 4** Identify Lead Users of your product/service and target them effectively
- 5** Minimize acquisition cost of a customer
- 6** Estimate Customer Lifetime Value for your product/service

Focus Areas of the Workshop

Customer Expectation and Product Feature Alignment

Understand customer needs and requirements. Ensure your product/services is designed to solve customers' problems. Apply Kano Model for evaluating product features and enhancing value.

Lead-User Methodology

Assess the value of your product/service for each customer type. Identify and approach high value customers first. Understand innovation diffusion models. Understand Customer Life Time Value (CLTV) rather than just the value of a sale.

Target Market Orientation

Core value of your product and potential opportunities in the market. Identifying new profitable markets that remain untapped. The exercise will help in expanding total market and increase profits.

Lead Generation Methodology

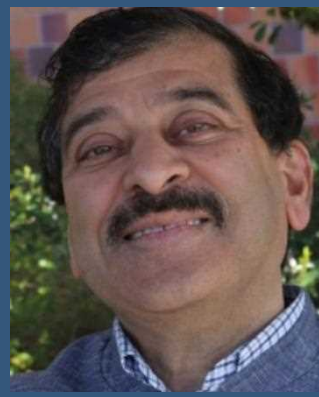
Acquisition cost calculations – money and time. How Amazon and AOL beat all competitors by lowering acquisition cost of new customers. Upselling for improved profitability. Cost of unprofitable customers.



Prof. Richa Agrawal

Department of Management Studies
IIT Madras

Dr. Richa Agarwal is area chair of Marketing, Department of Management Studies, IIT Madras. She also heads the Entrepreneurship Cell at IIT Madras. Her deep interest in entrepreneurship and expertise in Marketing, Design Thinking and Insights has benefited many startups. She engages with startup teams, entrepreneurs and members of the industry, both in India and abroad to share her expertise on Marketing innovation, Value proposition, Product design, Insightful marketing, and Design thinking. Her sessions are known for developing understanding in a simple and playful manner through hands-on exercises, real life cases and illustrative examples. She is a PhD from IIT Bombay., and has taught extensively at eminent institutions in India and abroad.



Prof. U.N. Umesh

Washington State University
IUSA

U. N. Umesh is a Professor of Marketing who teaches courses in Entrepreneurship, Product Marketing, Marketing Research and International Business. He has been on the advisory board and investor in many early-stage companies in the United States over the years. He is beginning to work with Indian start-ups and early-stage companies. In 2025, he has started teaching a newly developed semester-long B-Tech elective course at IIT Madras titled, "Marketing for Successful Startups," (which is full at 80 students!). Several of his students have started and expanded their businesses in the US. His degrees: B-Tech, IIT Madras; MBA and MS, University of Rochester; Ph.D., University of Washington.

WORKSHOP SCHEDULE



Department of Management Studies

The Department of Management Studies (DoMS) is recognized as one of India's premier business schools, known for its robust research program in business and management. The department collaborates with IIM Calcutta and IIT Kanpur on the prestigious multi-institutional PGPEX-VLM program for Visionary Leaders in Manufacturing. In addition to research, DoMS is actively engaged in consultancy and various executive development programs. Its consistent rise in the NIRF Management Ranking, now proudly holding the 10th position, reflects the exceptional quality of its students and faculty.

Indian Institute of Technology Madras

Established in 1959, the Indian Institute of Technology Madras (IIT Madras) is one of India's premier institutions for higher education and research in engineering, technology, and sciences. Spanning 620 acres, the campus offers a vibrant and conducive environment for learning, featuring state-of-the-art laboratories, libraries, and recreational facilities. Known for its lush green surroundings and emphasis on holistic development, IIT Madras supports numerous student-driven initiatives that complement academic excellence.

IIT Madras has consistently maintained its position as the top-ranked institution in India. It has been ranked first in the Overall Category for six consecutive years and number one in the Engineering Category for nine consecutive years in the National Institutional Ranking Framework (NIRF) by the Ministry of Education, Government of India.

The institute fosters innovation and entrepreneurship through initiatives like the IIT Madras Research Park and the Incubation Cell, driving cutting-edge research and industry collaboration. Committed to advancing knowledge and shaping future leaders, IIT Madras continues at the forefront of technological and scientific advancements in India and beyond.

Limited Seats Available

Early Registration Recommended



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