

# Event Report

<b>Name of the Event</b>	Growth-hacking workshop and Networking Session
<b>Date(s)</b>	28January2019 – 31 January 2019
<b>Time</b>	16:00 – 19:30 hours
<b>Venue</b>	Techno Hub, Jaipur
<b>Agenda</b>	1-on-1 mentorship to selected startups and Panel Discussion

## Brief Description of the Event

iStart Rajasthan organized a workshop on 28January 2019 to 31 January 2019 at Techno Hub, Jaipur by NishchalDua, Dipesh Garg, SouravLodha and Naveen Sharma.

The panel was curated on the basis of their past experience in the domain of performance marketing, growth hacking and branding. The objective of the workshop was for the founding teams to understand the concepts of growth hacking with respect to their respective businesses and its needs.

The mentors through their one to one session facilitated teams in building a robust marketing plan for the coming quarters by helping them anticipate the marketing needs of the business in a more effective and streamlined fashion. NishchalDua shared pull marketing approach by discussing a case study on a women security awareness company which created elaborate content around women security at workplaces funnel and resultantly forming a strong brand positioning, a pull sales channel and eliminating the need for separate sales effort. Dipesh Garg, from Truelancer, shared successful business hack where they created a webpage listing their own competitors promoting their own brand in the process.

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*List of Startups Participated*

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S. No.	Name of the Startup	Representative Name	Contact No.	Email ID
1	Kocheta innovations	ReeteshKocheta	9352952689	rkocheta@gmail.com
2	Bodhi Ai	Prashant Pandey	8209145329	prashant@bodhiai.in
3	Bodhi Ai	Piyush Agarwal	--	piyush@bodhiai.in
4	Docconsult	Shyam Jain	--	shyamdocconsult@gmail.com
5	Docconsult	Ashish Kumar Sethi	--	ashishdocconsult@gmail.com
6	Mr n Mrs Pet	Ashish Chhanwal	9509683217	Ashish_chhanwal_333@gmail.com
7	Toroots explorers	Naveen Meena	9718043685	Naveen.swm@gmail.com
8	My Biz Catalyst	Anirudh Sharma	9024460470	Anirudh.sharma@gmail.com
9	My Biz Catalyst	AayushSikaria	--	Aayush.sikaria1@gmail.com
10	Flickzee	Divyanshu Shukla	9928746274	Me10b012@iith.ac.in
11	NWC Jobs	NitinnSagarr	8696916852	nitinnsagarr@naukri-wale.com
12	Material Tiger	Javed Iqbal	--	materialtiger@gmail.com