

Event Report

Name of the Event	How to boost sales!
Date(s)	19 July 2019
Time	11:00 – 17:30 hours
Venue	Techno Hub, Jaipur
Agenda	A workshop on understanding growth challenges

Brief Description of the Event

A day long workshop conducted by Paritosh Sharma, Sathyanarayana G and RuchikaBeri on July 19th, 2019 at Bhamashah Techno Hub, Jaipur. The session was attended by 45 people and about 27 startup teams. The attendance list is appended at the end of the document.

Sathyanarayana is the founder of Growth Meets. He is a growth marketer and a lean startup evangelist with more than 7 years of experience of working with early-stage startups and large brands. Paritosh headed growth for Hike messenger in its early stages. It is through his efforts that Hike was able to onboard the first 3 million users. He has also headed the growth teams at Jabong, PayU and Hero Mindmine. He consults companies across sectors and stages towards their growth strategy. Paritosh has also authored a book called Patanjalyze your brand. Ruchika is the Director at Punchh which is the world leader in innovative Digital Marketing products for Brick and Mortar retailers. Earlier she was the Chief Marketing Officer at Jewelove e-commerce for authentic platinum jewelry.

Prior to the workshop, some selected startups also went through one-on-one mentorship sessions with marketing and growth hacking experts traveling from Delhi and Bangalore. The sessions were designed to give dedicated time to each of these teams to discuss their current growth challenges. Each of these one-on-one sessions was 45 minutes long during which Paritosh met 4 teams and Sathya met 3 teams.

The workshop started with Paritosh and Sathya giving insightful talks on the topics Marketing Hacks to Boost Sales and How to Launch? respectively, in the auditorium. They were later joined by RuchikaBeri on the stage for the panel discussion about building effective sales strategies for early-stage businesses. Networking session towards the end of the workshop was an opportunity for startups to build meaningful connections with the guests and probably use their network cities of Delhi and Bangalore.

Picture from the Event



List of Startups Participated

S. No.	Name of the Startup	Representative Name	Contact No.	Email ID
1	Docconsult	Ashish Sethi	9214435136	ashishdocconsult@gmail.com
2	Ecowrap	GouravSanghai	9269099901	gouravece@outlook.com
3	Bodhi Ai	Hetendra Singh	9983791643	pitysh@bodhi.ai
4	MedDelivery	AasthaDusad	9571427944	aastha.dusad@meddelivery.in
5	Flickzee	Divyanshu Shukla	9928746274	me10b012@iith.ac.in
6	Mr n Mrs Pet	Ashish Chhanwal	9509683217	ashishchhanwal333@gmail.com
7	Hippo Cabs	Sagar Agrawal	9829511771	sagar@hippocabs.com
8	Inclick	SiddhantMinocha	9024676443	siddhant@inclick.co
9	Bix42	Gaurav Karwa	7230028822	help@bix42.com
10	Material Tiger	Javed Iqbal	8875707652	materialtiger@gmail.com
11	Kocheta Innovations	ReeteshKocheta	9352952689	rkocheta@gmail.com