IIC- MHRD's Innovation Cell Youtube Live Session

Speaker - Dr. Preet Deep Singh

Designation - Associate Vice President EY, Co Founder WIMWIsure

Youtube Channel -https://www.youtube.com/mhrdinnovationcell

Date - 20.05.2020

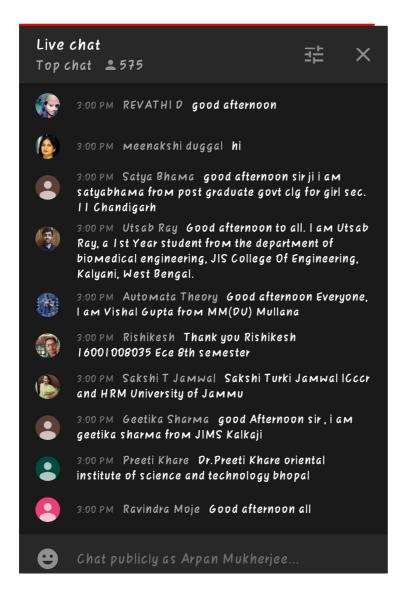
Time - 03.00 PM

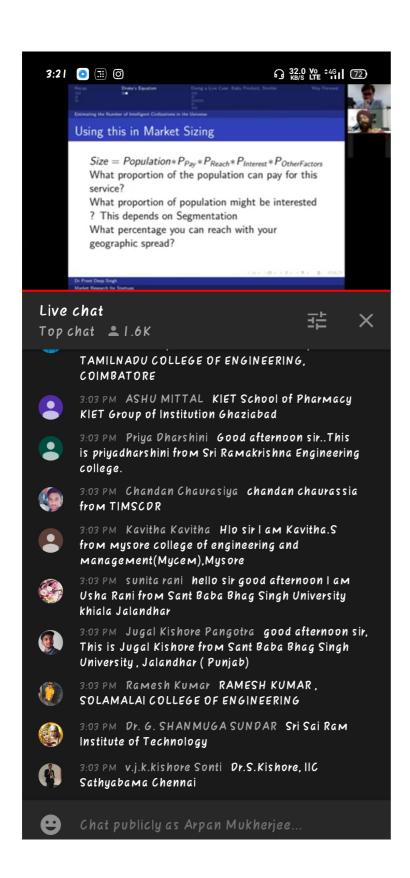
Session - Use of Market Data and Application of Marketing Research Tools and Methodology - Advanced Level

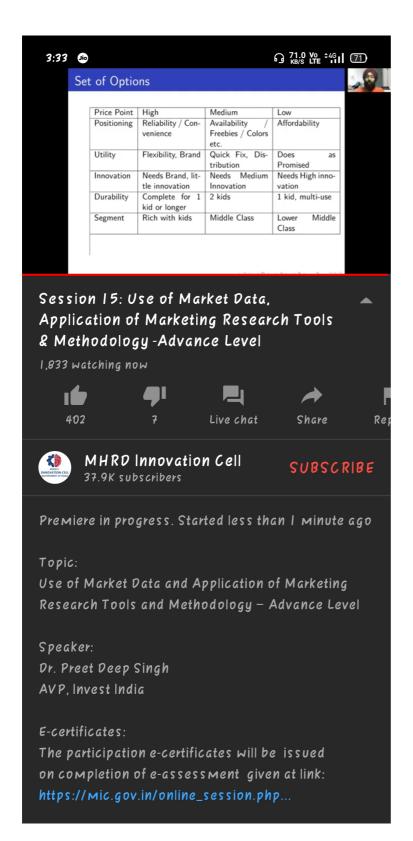
Viewers from JU - Arghadeep Sadhu, Soumalya Kundu, Ananya Banerjee, Shuvayan Dutta, Aditya Das, Aneek Chakroborty, Sneham Das, Dibyangana Misra, Baibhab Ganguly, Shouvick Joardar, Abhisekh Gupta, Sachin Kumar, Akriti Jain, Gargi Sinha Sarkar, Atreyee Chakroborty, Elina Haque, Garvit Poddar, Pritha Chaudhury, Kushal Chakroborty, Sambit Sinha, Tahseen Bilal, Yash Gupta and Ayush Pareek.

Snapshots from the Session









Students asking their doubts

TIMESTAMPS FROM THE SESSION

TIME STAMP	TOPIC
4:00	Dr. Preet Singh introduces everyone to the session. He recalls what was done in the previous session. And addresses the question on how to start with Market Research.
8:24	He explains how dynamic the process of market research is . And it is always important to keep continuing on this to not miss better business opportunities , so Critical thinking is important .
11:10	Sir introduces Drake's Equation, which has a correlation with cosmic world. And he now uses this to explain how to use this in Market sizing.
16:32	Sir now sites examples to how Market Segmentation decides what the Target audience will be . This is decided by reach and geographic location . Other features include trends and product barriers . This decides the Market size .
24:56	Sir now classifies need into Latent need and known need or Demand . And then sites examples of Zomato , Siri and other virtual assistant to explain this .
32:34	He explained how important doing market study is before launching a prototype. We need to identify the resources to get data and then develop a plan to execute.
45:23	He now dives into what utility the product is providing and what is it's positioning in the market. Getting clarity on the product will help decide the price of the product.
59:01	He explains what things are very important as an incentive for the customer in a Business to Customer product . A

	comprehensive chart lists every aspect of a B2C product .
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