



DO-IT LIKE TESLA

Event Description

As part of a consulting firm you have received a full fledged **case** by the **executives** of a **Startup X**. The case involves coming up with an innovative marketing strategy for Startup X to **expand** their **market base** and **reap greater revenues**. You'll be working in **teams** of **2** and are expected to give an in-depth explanation of your idea in the form of a ppt and also prepare a short pitch to present to the executives.

As your mentors, we'll be assisting you to successfully navigate through the case and improve your knowledge and skill set during the same time. To make the process simple we have subdivided the case into **3 tasks** which will be **provided as and when you submit the previous ones**, after which a final deliverable needs to be submitted. Any genuine additions in the ppt apart from the tasks are most welcomed.

We'll be releasing the top 3 submissions from the club page.

Startups to explore



What you learn

Marketing strategy is one of the most important aspects for any consulting case and pivotal for all case study competitions. By the end of this you'll develop a structured thinking to

- 1) **Analyse a startup** and its **product**,
- 2) Building **consumer personas** and choosing the target audience for your product
- 3) Selecting the right **market strategy** for the job
- 4) Learn about the **KPIs** for measuring its success
- 5) Improvement in **ppt building skills** and confidence in **pitching** the solution

Instructions and Tips

- After registration, your team will be allotted any one of the above startups
- Adhere to the timelines mentioned and all submissions needs to made in a ppt format
- **You'll be provided the resources and detailed task once you submit the previous task only**
- You can modify your previous tasks and are encouraged to incorporate the changes suggested by us. **Scoring will be done at the end of final deliverable submission**
- Do frequent healthy discussions with your teammates for more accurate insights (key to a successful case). Even discuss your approaches actively in the messenger group. This is a learning exercise to help you improve, so do reach out to us in case you are stuck with something.
- Copied ideas/sources of info need to be cited in the end
- Be as detailed as possible and use appropriate visuals to represent the information
- Total slide limit is **30** for the final deliverable and minimum **15** slides
- Pitch will be taken through video call, followed by a small discussion on your strategy

Event Timeline

Date	Task
23rd July	Registration start
25th July	Get set Go
29th July	Task 1 submission
1st August	Task 2 submission
5th August	Task 3 submission
7th August	Final Deliverable
8-10th August	Pitching solution on video call

Scoring

Task 1	20%
Task 2	20%
Task 3	30%
Design	10%
Pitch	20%

Registration Link (Last date to register is 24th July EOD)

<https://forms.gle/QzaEXsUMZwgkJmFLA>