

## **Session 18 : 15<sup>th</sup> Oct 2024**

### **Tutorial – Marketing & BMC**

## **Marketing Worksheet**

**Pick any idea from the list on the next slide**

**And answer the questions in the Marketing worksheet**

# **Problems / Needs : Final Set for Discussion in class**



- 1. Student Mentoring Platform / Scholarship Platform**
- 2. Making wheelchairs navigate stairs**
- 3. Robots to collect garbage from water bodies. Microplastics collection & recycling**
- 4. Self-service Farmer App to solve crop issues**
- 5. Robo-Doctors ? Or Tele medicine ?**
- 6. Problem of counterfeit/fake medicine – Scanning the packaging**
- 7. Made in India Drones/Jets/Planes**
- 8. Mental Health App ( Tracking or Companion ?) / Safety App**
- 9. Senior Citizen Emotional Care or Holistic Care**
- 10. Modular Upgradable Mobile Phone**
- 11. Backpack with Umbrella space / Hydrophobic Umbrella**

**Learn the difference between Problems / Opportunities / Ideas**

## Customer Segment

According to you what is the customer segment your brand should targeting – Ensure that you cover Demographic, Psychographic, Geographic

## Product:

Pls describe the functional product benefits

## Product:

Pls describe the emotional benefits of the product / brand

## Price

Pls describe the pricing with regard to customer / competitor.  
A number is not needed, just the logic

**Promotion (Advertising & Communication)**

**What is the message you want to give your customers to make them try? Write in one sentence.**

**Promotion (Advertising & Communication)**

**What kind of media channels will you use to make customers aware about your product?**

**Place (Sales & Distribution)**

**How will you reach your product/service to your customers.  
What distribution channels will you use?**

## **BMC Template**

**Use the Business Model Canvas template provided to you and populate the RHS for the startup your project team is studying**