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

55.0 KB/S · Vo LTE · 4G · 75

1:24

Live chat
Top chat 👤 575

3:00 PM REVATHI D good afternoon

3:00 PM meenakshi duggal hi

3:00 PM Satya Bhama good afternoon sir ji i am satyabhama from post graduate govt clg for girl sec. 11 Chandigarh

3:00 PM Utsab Ray Good afternoon to all. I am Utsab Ray, a 1st Year student from the department of biomedical engineering, JIS College Of Engineering, Kalyani, West Bengal.

3:00 PM Automata Theory Good afternoon Everyone, I am Vishal Gupta from MM(DU) Mullana

3:00 PM Rishikesh Thank you Rishikesh 16001008035 Ece 8th semester

3:00 PM Sakshi T Jamwal Sakshi Turki Jamwal ICccr and HRM University of Jammu

3:00 PM Geetika Sharma good Afternoon sir , i am geetika sharma from JIMS Kalkaji

3:00 PM Preeti Khare Dr.Preeti Khare oriental institute of science and technology bhopal

3:00 PM Ravindra Moje Good afternoon all

😊 Chat publicly as Arpan Mukherjee...

3:21

32.0 KB/S · Vo LTE · 4G · 72

Recap | Drake's Equation | Doing a Live Case: Baby Product, Stroller | Way Forward

Estimating the Number of Intelligent Civilizations in the Universe

Using this in Market Sizing

$Size = Population * P_{Pay} * P_{Reach} * P_{Interest} * P_{OtherFactors}$

What proportion of the population can pay for this service?
What proportion of population might be interested ? This depends on Segmentation
What percentage you can reach with your geographic spread?

Dr Preet Deep Singh
Market Research for Startups

Live chat
Top chat 👤 1.6K

TAMILNADU COLLEGE OF ENGINEERING, COIMBATORE

3:03 PM ASHU MITTAL KIET School of Pharmacy KIET Group of Institution Ghaziabad

3:03 PM Priya Dharshini Good afternoon sir..This is priyadharshini from Sri Ramakrishna Engineering college.

3:03 PM Chandan Chaurasiya chandan chaurassia from TIMSCDR

3:03 PM Kavitha Kavitha Hlo sir I am Kavitha.S from mysore college of engineering and management(MyceM),Mysore

3:03 PM sunita rani hello sir good afternoon I am Usha Rani from Sant Baba Bhag Singh University khiala Jalandhar

3:03 PM Jugal Kishore Pangotra good afternoon sir, This is Jugal Kishore from Sant Baba Bhag Singh University , Jalandhar (Punjab)

3:03 PM Ramesh Kumar RAMESH KUMAR , SOLAMALAI COLLEGE OF ENGINEERING

3:03 PM Dr. G. SHANMUGA SUNDAR Sri Sai Ram Institute of Technology

3:03 PM v.j.k.kishore Sonti Dr.S.Kishore, IIC Sathyabama Chennai

☺ Chat publicly as Arpan Mukherjee...

Set of Options

Price Point	High	Medium	Low
Positioning	Reliability / Convenience	Availability / Freebies / Colors etc.	Affordability
Utility	Flexibility, Brand	Quick Fix, Distribution	Does as Promised
Innovation	Needs Brand, little innovation	Needs Medium Innovation	Needs High innovation
Durability	Complete for 1 kid or longer	2 kids	1 kid, multi-use
Segment	Rich with kids	Middle Class	Lower Middle Class

Session 15: Use of Market Data, Application of Marketing Research Tools & Methodology -Advance Level

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👍 402   👎 7   💬 Live chat   ➤ Share   Rep

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Premiere in progress. Started less than 1 minute ago

Topic:
Use of Market Data and Application of Marketing
Research Tools and Methodology – Advance Level

Speaker:
Dr. Preet Deep Singh
AVP, Invest India

E-certificates:
The participation e-certificates will be issued
on completion of e-assessment given at link:
https://mic.gov.in/online_session.php...

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 .