



Event Report- 04

E-Cell , MNIT Jaipur



Workshop on GTM Strategy

Event Overview

Event name: GTM Workshop

Organized by: E-Cell MNIT Jaipur

Venue: DMS, LT-09

Date: 20th September 2025

Event Snapshot: Fundamentals of GTM

Total impact till now	Participation	Digital outreach	Engagement hours	Mentor network engaged	EEl Score*
50	50+	0	6	0	53

Introduction:

A workshop on Going-to-Market Strategy was organized by the E-Cell to provide students with practical exposure to transforming ideas into successful market-ready ventures. The session focused on real-world applications, strategic planning, and customer-oriented approaches through interactive discussions and case-based learning.

Participants actively engaged throughout the workshop, gaining valuable insights into market research, positioning, and execution strategies. The workshop served as a significant step in strengthening entrepreneurial awareness and preparedness among students.

Objectives of the Event:

To equip students with practical knowledge of the Going-to-Market Strategy and its real-world applications. To develop strategic thinking through structured checkpoints and case-based examples. To enable participants to effectively plan, position, and launch entrepreneurial ideas in the market.

Target Audience:

The workshop was attended by E-Cell members and first-year recruits, and was open to students from all branches with an interest in entrepreneurship and Going-to-Market strategies.

Event Highlights:

The Go-To-Market (GTM) Strategy Workshop, club members provided participants with a practical understanding of how startups successfully launch and position their products in the market

Rather than focusing only on theory, the session emphasized real-world application, guiding students through identifying target customers, defining value propositions, selecting effective marketing channels, and planning structured market entry strategies. Through interactive discussions, case studies, and hands-on exercises, participants actively developed their own GTM approaches and learned to tackle real market challenges with a strategic mindset.

The direct mentorship from seniors further added depth to the learning experience, enabling students to gain actionable insights and clarity. Overall, the workshop equipped attendees with a clear, execution-focused roadmap to transform ideas into market-ready solutions confidently.

Participation:

The workshop recorded active participation from all E-Cell members, along with several interested students from diverse academic backgrounds. The well-prepared and engaged attendees contributed to interactive discussions, creating a focused and productive learning environment.

Sponsorship:

Sponsorship: None

Participants Feedback:

The participants responded very positively to the workshop and appreciated its practical, real-world approach to Go-To-Market strategies. They reported gaining valuable insights and hands-on knowledge beyond theory. Many expressed increased confidence in applying these concepts to their own ideas. Several participants also requested more such sessions for deeper learning and skill development.

Event Gallery:





* EEI (Entrepreneurial Exposure Index) is an internal impact metric developed by E-Cell MNIT Jaipur to quantify the overall exposure generated by an event. It is calculated as: $[EEI = P + EH/2 + 5M + D/200]$ where P = Participation, EH = Engagement Hours, M = Mentor Network Engaged, and D = Digital Outreach. The index reflects the combined reach, engagement depth, and mentorship interaction created through the event