

Expert Webinar on Building an Innovation / Product Fit for Market



Mr. Ram Gorlamandala
Speaker

- Ram founded Tat Capital (Corporate Finance & FX Advisory) with a clear vision to build the cross-border capital market initiatives across Australia, New Zealand and the Indian Sub-Continent
- In the past six years, he has led many cross-border market entry and strategic corporate finance initiatives
- Ram is a leading investment banker with significant sell side experience and won many industry awards for his contribution to the capital markets
- Ram has a Masters degree in international business and Master of Arts in Cross Cultural Communication from Macquarie University, Australia and Bachelors in Commerce from Sri Sathya Sai University, India



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6:30 pm

Key Takeaways

Understand the framework for building an innovation fit for market:

- Determining target customer
- Identifying customer needs
- Defining value proposition
- Specifying minimum viable product feature set
- Creating minimum viable product prototype
- Testing minimum viable product with customers

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