



**Report on e-M Clinic by Mr. Kaushik Gala for Technology Commercialization & Go-to-Market Strategies |
Monday | 26 July 2021**

BRBC'S M Clinic was organized on 26 July 2021 on an Online Meeting Platform. The clinic presented an opportunity for one-on-one discussion between entrepreneurs and experienced mentor.

Date	Time	Name Of Participant	Name of Company	Designation	Company Website
26-July-21	01:30 - 02:30 pm	Mukund Choudhary	TreBirth	Founder	NA
26-July-21	02:30 - 03:30 pm	Ganesh Ram Jangir	Newndra Innovations Pvt Ltd	Founder & CEO	https://www.linkedin.com/company/newndrainnovations/
26-July-21	03:30 - 04:30 pm	Manoj Sanker	Nemocare	Co-Founder	https://www.linkedin.com/company/nemocare/about/
26-July-21	04:30 - 05:30 pm	Riyaz Rafique	Riyotics Products And Systems Private Limited	Founder & Director	https://www.linkedin.com/company/riyotics/about/



Snippets from the meetings



Mr. Ganesh from Newndra Innovations Pvt Ltd

Some take away Points from M Clinic:

1. Participants got a fair idea about technology commercialization and go to market strategies.
2. Engage with Key Opinion Leaders/Influencers in the area of your product market.
3. Participants learned how to build a business case.
4. Patent Licensing Strategies – Carrot Licensing & Stick Licensing
5. Participants should first Work on a working model Prototype and then go for commercialization



Feedback & Evaluation Results

(26 July 2021) e- M Clinic for Startups with Mr. Kaushik Gala for Technology Commercialization & Go-to-Market Strategies	
Rating Scale	
1 Bad 2 Well below average 3 Below average 4 Average 5 Good 6 Very Good 7 Excellent	
Category	Avg (Max-Min) Count
Section 1 - Event	
Overall Satisfaction with Event	5.8(7,4)4
Satisfaction with Mentor Advice	5.8(7,4)4
Satisfaction with structure, design and pace of event	5.5(6,4)4
Comments about Advice/Mentoring from Mentor	
The advice received was balanced and exuded experience. Really appreciated the fact that it was custom tailored for the needs and challenges of the startup. Took a lot of useful insights and would love to connect again with Mr. Kaushik to pick his brain.	
Kaushik's advices and inputs are practical and to the point.	
I failed to receive any advice which was extra-ordinary. Advice were very general.	
Would you like to have another meeting with Mr. Kaushik	
Yes, next month	
Yes, next week	
No	
No	
City from where you joined the online meeting	
Kolkata	
Singrauli, Madhya Pradesh	
Jaipur	
Bangalore	



Please Provide any other suggestions, comments etc.

Would really appreciate if the session is more structured for the benefit of novice entrepreneurs. For example, if you could define the various aspects of GTM that a startup should consider, work and priorities upon.

May bring such more mentors who been there and done that.

Suggestions and advices must match with the expertise a person. Please involve/employ RTTP professionals for this work. Thank you very much.

Thank you very much for organizing this meeting. It was really productive and informative too.

Report By- Neha K, BRBC Team