



Training Program on Sustainable Natural and Advance Technologies and Business Partnerships for Water & Wastewater Treatment, Monitoring and Safe Water Reuse in India

Training Session Plan

Title of the training session

Go-to-Market Strategy

Author(s) of the training session

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Short description of the session

This Go-to-Market Strategy session provides participants with the knowledge and tools (Go-to-Market Canvas) to develop effective and impactful strategies for launching and scaling their products or services in the market. Participants will learn the key elements of a successful Go-to-Market strategy and how to master the complexities of reaching and engaging with target customers. In a practical exercise, participants will work on developing their own Go-to-Market strategy, considering aspects such as customer segmentation, value proposition development, distribution channels and more.

Learning objectives

At the end of the sessions, participants will:

1. Have a clear understanding of what a Go-to-Market Strategy is and its importance in successfully bringing a product or service to market.
2. Know what to consider when entering a new market and what the key challenges are.
3. Be familiar with the Go-to-Market Canvas as tool to help facilitate and visualise their thinking when taking new products or ideas to market
4. Have completed the Go-to-Market Canvas considering the different dimension relevant when bringing new ideas, features or products to market.

Trainer's required profile

The trainer should have practical experience in business and marketing, preferably with a focus on product or service launches and Go-to-Market strategies. The trainer should possess industry expertise and have a strong understanding of marketing and sales principles, including market analysis, customer segmentation,

value proposition development, pricing strategies, distribution channels, and promotional tactics.

Expected duration of the training session

2 hours (without break)

Methodology and key contents of the session

Time	Topic	Key contents	Slides Numbers
5 min	Introduction to the session	<ul style="list-style-type: none">• Introduction to authors• Learning objectives	3 - 5
10 min	Introduction to the Go-to-Market Strategy	<ul style="list-style-type: none">• Challenges of entering new markets• Purpose of Go-to-Market strategy	6 - 10
25 min	Introduction to the Go-to-Market Canvas	<ul style="list-style-type: none">• Introduction and detailed explanation of the 10 sections that make up and the prompting questions that help to complete the Go-to-Market Canvas	11 - 23
70 min	Exercise	<ul style="list-style-type: none">• Introduction to exercise• Coaching participants during exercise	24 - 25

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