



# Sri Devaraj Urs Academy of Higher Education and Research

Comprising Sri Devaraj Urs Medical College

(A Deemed to be University)

## Jalappa Foundation for Innovation and Incubation

No. SDUAHER/KLR/JFII/

/2025-26

Date: 27.02.2026

### Detailed Event Report 2: Effective Sales & Marketing Strategies for Startups

Date & Time: 14 February 2026, 10:15 am – 11:00 am

Venue: B.C. Roy Hall, SDUAHER

**Resource Person:** *Dr. Anand Thirunavukarasou, Head, Sri Ramachandra Innovation Incubation Centre*

**Participants:** Approximately 40 attendees from Medicine, Physiotherapy, Nursing, Allied Health Sciences, and Research departments.

### Session Overview

This session focused on the critical role of sales and marketing strategies in the success of healthcare and biotech startups. Dr. Anand emphasized that innovation alone is insufficient unless supported by effective commercialization strategies. He highlighted the need for startups to understand their target market, build strong branding, and engage customers meaningfully.

The workshop was designed to provide participants with practical tools and frameworks that could be applied to entrepreneurial ventures emerging from healthcare and allied sciences.

### Key Highlights

- **Market Analysis:** Dr. Anand explained how startups must conduct thorough market research to identify gaps, customer needs, and competitive landscapes.
- **Branding & Positioning:** He stressed the importance of building a strong brand identity that resonates with healthcare professionals and patients.
- **Customer Engagement:** Strategies for patient-centric marketing and stakeholder communication were discussed, with emphasis on trust and transparency.
- **Digital Marketing:** The role of social media, online platforms, and digital campaigns in scaling healthcare innovations was demonstrated.



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- **Case Studies:** Real-world examples of successful healthcare startups were shared, illustrating how strategic marketing accelerated their growth and sustainability.

### Participant Engagement

- **Physiotherapy participants** discussed how marketing strategies could be applied to rehabilitation services and physiotherapy startups.
- **Nursing faculty and students** reflected on patient-centric approaches and how communication strategies could improve healthcare delivery.
- **Medical sciences participants** explored commercialization challenges in diagnostics and medical devices.
- **Allied Health Sciences and Research members** contributed perspectives on biotech innovations and laboratory-based startups.

The interactive format encouraged participants to share their departmental challenges and brainstorm how entrepreneurial strategies could be adapted to their own academic and clinical projects.

### Outcomes

- Participants gained practical insights into sales and marketing strategies tailored for healthcare startups.
- Awareness was created on the importance of market analysis, branding, and digital engagement in scaling innovations.
- The session fostered multidisciplinary collaboration, with attendees recognizing the value of integrating entrepreneurial thinking into healthcare practice and research.
- Feedback indicated that participants appreciated the real-world case studies and interactive discussions, which made the concepts actionable and relevant to their professional contexts.

### Conclusion



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The session successfully bridged the gap between innovation and commercialization, empowering participants to think strategically about how their ideas could be transformed into viable healthcare solutions. With ~40 attendees from multiple departments, the session reinforced the importance of entrepreneurship education in healthcare institutions, aligning with the broader vision of fostering innovation-driven growth.

### PSYCHIATRYPSYCHIATRY



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