

Report on Workshop: “Effective Sales and Marketing Strategies for Start-ups”

(16 January 2026)



The poster is a promotional graphic for a workshop. At the top, it features logos for TIED CELL, JUIT, and the Institution's Innovation Council. The central text reads 'Workshop: Effective Sales and Marketing Strategies for Start-ups' in large, bold letters. Below this, a tagline says 'Build Your Brand | Reach Your Customers | Grow Your Business'. A 'Key Takeaways' section lists four points: Understanding Your Market & Customers, Building an Effective Sales Funnel, Digital Marketing & Brand Positioning, and Strategies for Sustainable Growth. The bottom section provides the date (16 January 2026), time (10:00 AM - 1:00 PM), and venue (JUIT Campus). A 'Target Audience' box lists Start-ups, Student Entrepreneurs, Faculty, and Industry Experts. The background includes a laptop with a marketing diagram, a notebook with a plan-do-check-act cycle, and a stack of books labeled STRATEGY, SALES, MARKETING, and STARTUP.

TIED CELL
JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY

JUIT
विद्या लब्ध ज्योतिषमः

INSTITUTION'S INNOVATION COUNCIL
(Ministry of Education Initiative)

TIEDC
TECHNOLOGY INCUBATION AND ENTREPRENEURSHIP DEVELOPMENT CELL, JUIT

presents

Workshop: Effective Sales and Marketing Strategies for Start-ups

Build Your Brand | Reach Your Customers | Grow Your Business

Key Takeaways

- Understanding Your Market & Customers
- Building an Effective Sales Funnel
- Digital Marketing & Brand Positioning
- Strategies for Sustainable Growth

Date 16 January 2026 (Friday)

Time 10:00 AM – 1:00 PM

Venue JUIT Campus (Venue to be confirmed)

Target Audience
Start-ups | Student Entrepreneurs | Faculty | Industry Experts

Learn | Network | Accelerate

The Technology Incubation and Entrepreneurship Development Cell (TIEDC), JUIT organized a workshop on “Effective Sales and Marketing Strategies for Start-ups” on 16 January 2026 to enhance entrepreneurial, sales, and marketing skills among B.Tech students.

A total of 40 BTech students participated in the workshop and were divided into four teams of 10 students each. As part of the practical activity, the teams developed 10 canvases focusing on start-up ideas, customer identification, market needs, sales strategies, marketing approaches, and business growth.

The workshop provided students with hands-on exposure to market analysis, customer targeting, sales funnel development, digital marketing, brand positioning, and sustainable growth strategies. The activity also promoted teamwork, creativity, problem-solving, and entrepreneurial thinking among the participants.

Key Outcomes:

- Enhanced understanding of sales and marketing strategies for start-ups.
- Improved teamwork, creativity, and entrepreneurial thinking.
- Students developed 10 canvases through team-based activities.
- Provided practical exposure to customer identification and market positioning.
- Encouraged students to transform innovative ideas into viable business opportunities.

Event Photos:





Social Media Link: <https://tiedc.blogspot.com/2026/09/report-on-workshop-effective-sales-and.html>

List of Participants:

Sr. No	Name	Roll No
1	Soumya Rana	241030338
2	Shivam	231033041
3	Shashwat Upadhyay	241060006

4	SAMRIDHI BHATIA	231033039
5	Rushil Agnihotri	241033064
6	Rushil	241033064
7	Rohit singh rajput	241030167
8	Rasha Sharma	241030397
9	Raghav Bhardwaj	241030209
10	Priyanshi Jain	221030024
11	Priyanjali chaudhary	241040002
12	Naman sharma	231033040
13	Naman Khandelwal	241033033
14	Lakshya Walia	241030445
15	Lakshay Goyal	241030255
16	Kushagra Sharma	241010005
17	Kushagra gupta	241030162
18	Kunal Kumar Deka	241010003
19	Kavyansh Gupta	241030392
20	Kartikey bhardwaj	241030221
21	kartik malik	241030305
22	Kanishka Sharma	221030153
23	Dhanesh Dutta	241030272
24	Aysh Bhardwaj	241030310
25	Avantika Pandey	241033120
26	Ashwin singh Rajput	241033127
27	Ashwin Singh	241033127
28	Ashutosh Saklani	241040004
29	Ashmi Sharma	221030168
30	Aryan	241030433
31	Anvit Bharadwaj	241033014
32	Anshul Sharma	241034018
33	ANSHIKA BHARTI	231034002

34	Ananya	241032040
35	AKSHITA SINGH	231033038
36	ADITYA SINGH	241033001
37	Aditya Singh	241033001
38	ADITYA KUMAR	231033037
39	Abhinandan Sharma	241030047
40	Abhimanyu singla	241030133