SESSION 8 OF 8

# Reinvent Your Product S-Curve Using Blue Ocean Strategy

| TIME | VENUE | SPEAKERS / PANEL |
|---|---|---|
| **3:45 PM – 4:15 PM**<br>30 minutes | **Hall No. 1, Radisson***<br>Delhi NCR | **Dr. Abhishek Mishra**, Enterprise Architect |

This is not a final list. More investors and speakers are being added daily until slots are available. * Location and room number are subject to change; please check our final update on 20 November.

## About this session

Learn how to break away from crowded markets by applying Blue Ocean Strategy. Discover how to identify new opportunities, redefine your value proposition, innovate beyond competitors and create sustainable growth.

## Agenda

| TIME | WHAT HAPPENS |
|---|---|
| **3:45 – 3:48** | Introduction: the product S-curve and why markets get crowded |
| **3:48 – 3:58** | Finding new opportunities beyond crowded markets with Blue Ocean Strategy |
| **3:58 – 4:07** | Redefining your value proposition and innovating beyond competitors |
| **4:07 – 4:12** | Audience questions |
| **4:12 – 4:15** | Close and invitation to keep networking |

Timings within the session are a suggested running order.

## Key takeaways

### FOR FOUNDERS

- How to identify new market opportunities
- How to redefine your value proposition
- How to innovate beyond competitors and grow sustainably

### FOR INVESTORS

- Frameworks to assess how differentiated a startup is
- Questions on market creation versus competition
- Founders worth meeting before the day ends

### FOR ATTENDEES

- A practical framework for escaping crowded markets
- Examples to apply in your own business
- A strong close to the day and time to network



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TICKETS AND ACCESS

# Who can do what in this session

Every ticket gives access to hear the sessions and network at the event. The table shows what each ticket gets you and its role in this session.

| TICKET | WHAT YOU GET | IN THIS SESSION |
|---|---|---|
| **Networking Pass** | Entry to the sessions and networking, goodies, coffee and an **Obsidian NFC card**. | Attend and network |
| **Elevator Pitch: 3 min** | **3-minute slot** to pitch your company or products to attendees, investors and founders. | Attend and network |
| **From Chaos to Scale (3-Minute Slot)** | **3-minute slot** for a quick, crisp founder story. | Attend and network |
| **7-Minute Founder Story Slot** | **7-minute slot**: either pitch, or tell your founder story, lessons learnt and the products or services you offer. | Attend; co-speaker opportunity on request |
| **Pitch Pod (3 seats)** | A **table with 3 seats** and a **dedicated corner** to showcase your products and services. **Sponsor tag** included. | Attend; co-speaker opportunity on request |
| **Exhibit Booth** | A **bigger kiosk** to showcase your team, services and offers to businesses. **Sponsor tag** and a **Sovereign metal NFC card** for the founder. | Attend; co-speaker opportunity on request |
| **Investor Pass** | **VIP guest with VIP access**: listen to the pitches, take part in the panel discussion and network. Other goodies and services as listed. Complimentary for invited investors. | Attend and connect with founders |

## Extra features by ticket

| TICKET | SALIENT FEATURES |
|---|---|
| **NFC card by ticket** | **Sovereign Metal NFC card** for Investors and the Exhibit Booth. **Obsidian PVC NFC card** for every other ticket. Activate it free of cost with the Vcarddly mobile app (see the next page). |
| **Elevator Pitch and From Chaos to Scale tickets** | **Publishing on the Multicloud4u network and sites** and **brand collaboration through Multicloud4u's different social channels**; **free lunch and high tea worth ₹2,299**; and a **free CRM and HR system** to help you scale. |
| **7-Minute Slot, Pitch Pod and Exhibit Booth tickets** | Everything above, plus a **PR push**: your company and work mentioned along with other founders on **200+ news and media sites**, and an opportunity to **speak in one speaker session as a co-speaker** or take a 3–7 minute slot to tell your business story. **Pitch Pod and Exhibit Booth** participants also get a **sponsor tag** and a **free Digital Transformation Review from Multicloud4u International**. |
| **Investor Pass** | A panel discussion where up to 10 investors meet and connect with founders, who can pitch and showcase their brand in front of them. Investor Pass holders also get the **PR push on 200+ news and media sites**, a **Sovereign Metal NFC card** and **free one-year digital access to Multicloud4u products** (HR, CRM and other tools) with 2 user licences and no commitment to continue. |

Carry a government-approved ID matching your booking name. Session timings and slot order may change; the organising team confirms slots with ticket holders.



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YOUR NFC CARD

# Ready-to-use digital visiting card

Your ticket includes a Vcarddly NFC card: a ready-to-use digital visiting card with an inbuilt CRM and conference networking management. Tap or scan to share your details instantly and keep track of the people you meet. You only need to activate your card with the Vcarddly mobile app, free of cost.




**Sovereign Metal NFC Card**
For Investors and the Exhibit Booth




**Obsidian PVC NFC Card**
For all other ticket holders

## How to activate

| | |
|---|---|
| 1 | **Receive your card**<br>Your card type depends on your ticket. |
| 2 | **Open the Vcarddly mobile app**<br>Scan the QR code on the card (“Scan to activate your vCard”). |
| 3 | **Activate, free of cost**<br>Your digital visiting card is ready to share, with the inbuilt CRM and conference networking tools. |

Card type depends on your ticket. Card designs shown are illustrative.



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