

Start-up Story of “Go Zero”: From Lab to Market

Name and designation of the Guest Speakers/ Judges/ Mentors etc.:

Mr. Kiran Shah, Founder, Go Zero

Venue: Classroom 411, 4th floor, SPPSPTM SVKM's NMIMS, Vile Parle (West), Mumbai 400056

Start Date: 11th January 2025

End Date: 11th January 2025

Time: 11:00 am onwards

Duration of the activity (in Hrs): 3 hours

Link of social media post of e-pamphlet:

https://www.instagram.com/p/DEZp0EuMF0x/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

Link for social media post of 2 min video:

https://www.instagram.com/reel/DFFYoUbMvWO/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

Program Type: Level 1 Expert Talk

Program Theme: ‘IPR & Technology Transfer’

Objective of the activity (100 characters):

Explore innovation, TRL, and tech commercialization through entrepreneurial insights and market strategies.

Benefit in terms of learning, skills, knowledge obtained (150 characters):

Gain insights into innovation, TRL, tech commercialization, branding, market analysis, and entrepreneurial strategy.

SVKM's NMIMS Faculty Coordinators for the activity:

1. Dr. Rohan Pai, Assistant Professor, SPPSPTM, SVKM's NMIMS
2. Dr. Gargi Vaidya, Assistant Professor, SPPSPTM, SVKM's NMIMS

SVKM's NMIMS Student Coordinators for the activity:

1. Aditi Thakkar, Student President
2. Kamna Talreja, Student President
3. Yana Desai, Student Vice-President
4. Dhanvi Seth, Student Vice- President

Number of student participants: 100

Number of faculty participants: 02

Number of External Participants, if any: Nil

Expenditure Amount, if any: N.A

Mode of session delivery: Offline

Background of the speakers / Judges / Mentors etc. (Brief Resume):

Mr. Harsh Shah is founder of “Go Zero.” Mr. Shah is an experienced Senior Brand Manager with expertise in market research, brand management, and Fast-Moving Consumer Goods (FMCG). A graduate of IIM Lucknow specializing in Marketing, he now leads his own company as Director, driving growth and innovation in the ice cream sector through retail franchising.

Report on the session with the key outcomes (1-2 pages):

The session featured Mr. Kiran Shah as a guest speaker, who shared his entrepreneurial journey, beginning with his family’s 50-year legacy in the ice cream business and expanding it to over 100 stores. He discussed the development of his innovative brand, “Go Zero,” which caters to health-conscious and vegan customers with its zero-sugar products. Mr. Shah highlighted his family’s expertise in ice cream production and explained how he identified consumer needs, leading to the creation of health-focused options, including sugar-free and vegan ice creams. Throughout the session, he provided valuable insights on branding, product differentiation, career growth, and adapting to market demands. Mr. Shah discussed entering the guilt-free indulgence market by creating a unique identity solely focusing on zero-sugar products. This strategy enabled “Go Zero” to appeal to both health-conscious consumers and regular ice cream enthusiasts.

He also delved into essential business concepts like TAM (Total Addressable Market), market share, gross margin, unit economics, branding, product proposition, and competitor/consumer analysis, explaining them in depth. He emphasized the importance of understanding manufacturing processes, raw material requirements, product packaging, and logistics. Key strategies were keeping production costs low and maximizing profitability. He cited Cipla as an example of a price setter in the pharmaceutical industry, showcasing how others follow such

models. In branding, Mr. Shah stressed the significance of consumer trials and maintaining documented evidence, such as nutritional reports, especially in trust-sensitive industries like pharmaceuticals. He emphasized the need to identify unique product features, analyze competitors, and understand the target audience when developing a branding strategy, noting that in a product proposition, it is crucial to know what makes your product different and why it is better.

He further shared his academic background in engineering from DJ Sanghvi College, where he honed critical thinking, analytical skills, and problem-solving abilities. Networking, he stressed, played a pivotal role in launching his independent venture. He also underscored the importance of enjoying one's work, given the significant portion of life spent on it. The speaker outlined three career phases: education, decision-making, and execution. The first phase involves building fundamentals and deciding on career interests. The second phase is about contemplating whether to work for a company or start an independent venture. In the final phase, he emphasized starting small, innovating, and scaling up. He advised that if chosen, working in a corporate setting should provide learning opportunities and growth.

He highlighted the importance of continuous self-improvement, skill development, and combining technical and commercial knowledge to succeed in today's dynamic market. He shared a personal incidence of how during the COVID-19 pandemic, the speaker adapted by transitioning from offline stores to online platforms like Swiggy and Zomato. Later, he embraced quick commerce as well, which required significant upskilling but helped him stay ahead of the competition.

An interactive Q&A session provided additional insights into the speaker's journey and strategies. When asked why he left a comfortable job to join the family business and start his venture, he explained that his inner drive, risk-taking appetite, and financial savings enabled him to leap. Addressing the salary differences after quitting, he noted that founders bear the most pressure and must assess their willingness to take risks while leveraging their previous work experience. Regarding his contributions to the family business, he shared that he gained crucial knowledge about ice cream manufacturing, improved products through research, and identified strategic locations for franchise expansion.

Reflecting on lessons from the family business, he emphasized the importance of identifying popular flavors, innovating new ones, effectively allocating capital for marketing, and adapting to trends like quick commerce. When questioned why he left the family business, he cited stagnant sales and a lack of growth opportunities as reasons for pursuing new challenges. On opening offline stores, he recommended leveraging competition data and using paid reports for strategic planning. For starting a business from scratch, he highlighted the importance of thorough research, expert validation, prototyping, and assembling a competent execution team. While acknowledging the high failure rate of startups, he stressed that strong execution could transform ideas into success stories. After his address, Dr. Rohan Pai, convener of IIC, felicitated Mr. Shah with a bouquet as a token of appreciation for sharing his inspiring journey with the students.

The speaker's journey showcased how innovation, strategic planning, and continuous self-improvement can lead to success in a competitive market. His practical advice on branding, product development, and navigating challenges in the entrepreneurial landscape serves as a guide for aspiring entrepreneurs. Moreover, his insights into leveraging one's skills, embracing new trends, and constantly upgrading knowledge underscored the significance of perseverance and informed decision-making in achieving one's goals

Glimpses of the event (4 geo-tagged photographs):



