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PadUp Ventures is a knowledge firm that helps entrepreneurs with a structured process to build **disruptive & innovative start-ups**.

Entrepreneurship education has traditionally limited itself to 'story telling'! PadUp has developed a customised methodology to help acquire entrepreneurship skills at all levels which is beyond 'story telling'. The key elements such as user-centric approach, lean start-up philosophy, learning while doing, models to build innovative solutions to real, emerging & futuristic problems, are at the core of teaching entrepreneurship. The process is open, simple, comprehensive, practical, integrated, sequential, has well-defined perspective, and is tested and proven.

The world is facing an unprecedented crisis right now. In such times, entrepreneurs are among the worst affected. They are low on resources. The general LOCKDOWN environment is bad for business.

In keeping with PadUp's mission of nation building, we have found an innovative way of making start-ups and entrepreneurs utilise their time on hand by engaging them through an **interactive online mentoring & educational bootcamp, called the BootUp Lockathon**.

We have conducted several such bootcamps in the country in the recent past. They have been immensely successful in creating investible startup. In the current situation, we have specially created a new version that is **fast-tracked and is completely online** that can help start-ups and entrepreneurs in these difficult times.

Through BootUp Lockathon, PadUp has methodically addressed two main challenges: solving a real problem that potential customers are ready to pay for, and funding to convert such solution in an investible venture.

The BootUp Lockathon takes a start-up from **Idea to Investment**. It is a **Pre-Incubation Bootcamp with an online validation process that spans across 6 weeks**.

The BootUp Lockathon combines Entrepreneurial Education, Mentoring and Funding in a structured & proven process for entrepreneurs to validate their idea and build a POC.

The BootUp Lockathon will also help entrepreneurs understand the nuances of entrepreneurship as well as validate their business idea/ proposition through a process that is customer-centric and based on lean startup principles. BootUp Lockathon will further help the founders define market segments, end users, market size, sales process, business model, pricing, Life Time Value (LTV), Cost of Customer Acquisition (COCA) and other success-critical aspects.

PadUp has designed BootUp Lockathon to help and push founders to think or rethink their start-up, answer vital questions and get a grip on what their focus should be. Post attending this program, all participating entrepreneurs will either be able to develop their innovation into a sustainable and scalable business or pivot into some other idea that has better potential.

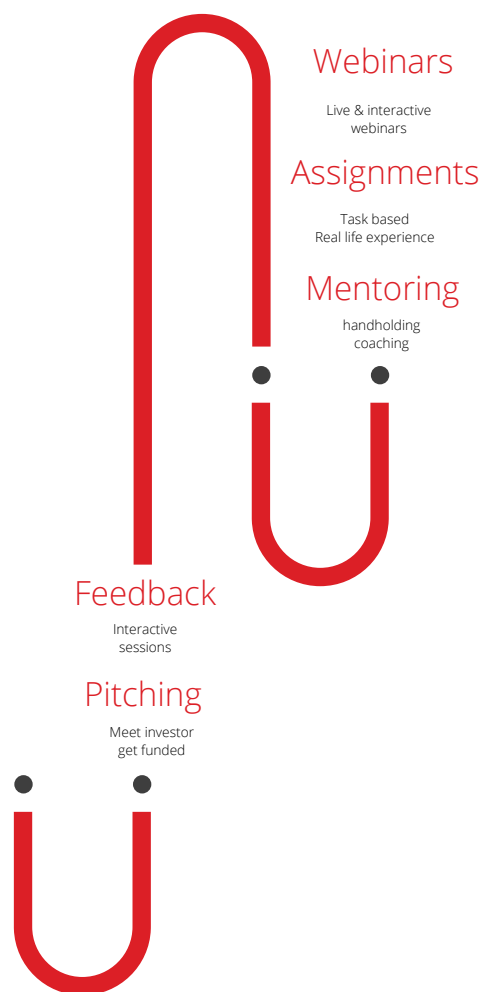
The participants will practice applying the learning in **real time** through interactive assignments, and **live coaching sessions with PadUp mentors**. As we work to develop new ventures from start to finish, the course will culminate into a comprehensive pitch-ready business plan. This is an intensive program for motivated individuals and teams who want to put their idea to test and answer this question:

**Does this idea have real market potential, and if so, what is it and how do I pursue it?**

#### Program modules

#### Learning process

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|----------|--|
| Week 1   | <ul style="list-style-type: none"><li>• Entrepreneurship Myths, Facts &amp; Definition</li><li>• Identifying the problem statement</li></ul>   |
| Week 2   | <ul style="list-style-type: none"><li>• Market Segmentation &amp; PMR</li><li>• TAM And Beachhead market</li></ul>   |
| Week 3   | <ul style="list-style-type: none"><li>• Defining the Solution</li><li>• Quantified Value Proposition</li><li>• Customer buying Journey: DMU &amp; DUP</li><li>• Full life cycle use case</li><li>• Proactive selling</li></ul> |
| Week 4   | <ul style="list-style-type: none"><li>• Pricing framework</li><li>• Handling competition</li><li>• business modeling</li></ul>   |
| Week 5&6 | <ul style="list-style-type: none"><li>• Business planning</li><li>• Investor pitch</li></ul>   |



## Program Schedule

Module Number	Module Name	Week	Day	Webinar Dates	Assignment Dates	Mentoring Dates		
1	Entrepreneurship - Myths, Facts & Definition	1 &	Day 1	April 15th	April 23rd	April 18th	April 20th	April 22nd
2	Identifying Problem Statement							
3	Market Segmentation & PMR	2	Day 2	April 16th	April 26th	April 19th	April 23rd	April 26th
4	TAM And Beachhead Market							
5	Defining the Solution		Day 1	April 29th	May 1st	May 1st		
6	Quantified Value Proposition							
7	Customer Buying Journey DMU and DMP	3	Day 2	May 2nd	May 4th	May 4th		
8	Full Life cycle Use Case							
9	Proactive Selling							
10	Pricing Framework	4	Day 1	May 5th	May 8th	May 7th		
11	Handling Competition							
12	Business Modelling		Day 2					
13	Business Planning	5	Day 1	May 12th	May 14th	May 13th		
14	Pitch		Day 2					

### Expectations from BootUp Lockathon

**Mentoring** - Be part of the small percentage of startups that survive their first 3 years through a structured mentoring that would help build Innovative Product & Biz Models and bounce-back strategy from setbacks.

**Build Business: @BootUp Lockathon** we provide a framework for starting in which entrepreneurs can build customer-centric products and services. The framework guides them to work with stakeholders to build new products and/ or discover new markets.

**Funding is Assured: @BootUp Lockathon** Mentors handhold the startups through their Idea or early stage journey to present them as an investible venture to pick up their first check facilitated by the BootUp Lockathon Investment committee.

**Challenge Yourself!** We help identify and define problems that lead to solutions. It is easy to say "I believe in the idea", but reality is that it is not all just about the idea. It is about the process to build a sustainable and scalable business based on the idea!

**Team-based Approach!** At the beginning of the program, participants identify and define problems to solve. One of the ideas becomes the focal point of the team. Teams should be in place, with each team having five or more participants.

**Presentations!** Working closely in teams, leveraging each person's unique skills, solutions are developed and presented. Teams receive specific and actionable feedback.

## Mentors



Pankaj Thakar

**Pankaj Thakar**, Founder & Chief Mentor is a serial entrepreneur with 35 years of corporate and start-up experience. In his various C-level and founder roles at multiple global start-ups, he has built, advised and transformed, both corporate and start-up companies to become highly successful. He has worked with many reputed companies like HCL Limited, India Telecom Ltd, Atlas Telecom Ltd, Value First Media Ltd. etc.

He has attended Harvard Business School & MIT's Executive Education programs in Entrepreneurship, Digital Media, Digital Marketing, Big Data Analysis, Blockchain, IoT, AI and Cybersecurity.



Rajat Jain

A Postgraduate from IIM, Ahmedabad and B Tech from IIT, Delhi, **Rajat Jain** is a Founder Director of PadUp Ventures, a Tech Start-ups Incubator, focusing on providing deep mentoring and incubation services to early stage tech companies as well as other Incubators in India and helping them grow successfully to the next level and to Series A funding.

Rajat is a Non-Executive Director on the Boards of TIM Delhi Airport Advertising (TIMDAA), a JV between TIM and the GMR group, Securenow TechServices Pvt Ltd, a PE funded InsureTech company and Kaleidoscope Events Pvt Ltd, a pureplay marketing services firm focused on creative solutions driven by Events. Till recently, he was on the Board of Xerox India and was also its Managing Director.

## Mentors



Divyendu Kumar

**Divyendu Kumar** has had more than three decades of experience in the Indian and international business world. He was the Managing Director of a multi-billion Dollar, 3500 employee-strong automotive retailing business with a multi-country footprint in the Middle East. Prior to that, for over two decades, he was closely associated with the Tata Group of India, and was the Head, International Business for Passenger Cars at Tata Motors for a number of years before relocating to the Middle East.

A B. Tech engineer from Indian Institute of Technology (IIT-ISM), Dhanbad and a post graduate PGDM from Indian Institute of Management (IIM, Kolkata), he has also held leadership positions in companies in the commodities, real estate and telecom industry related services markets. He has become actively involved in the business start-up scene, having contributed, among other things, to the formation of an incubation and accelerator space, called the ASPIRE, at Kent Business School in the United Kingdom and is also an Investor in technology platforms.



Saumyajit Guha

**Saumyajit Guha** holds an MBA in Entrepreneurship & Innovation from Exeter University and have over 18+ years of experience with recognized proficiency in: Startup Ecosystem Development, Investment management, Angel Investing, Startup Acceleration & Incubation, Incubator Management, Research & Analysis, Team Management, Process Migration, Operations, Business Analysis.

He is currently working for PadUp ventures as Vice President. Before that he was a faculty at IMT Ghaziabad in the area of Strategy Innovation and Entrepreneurship and was responsible for the Incubator and E Cell of IMT Ghaziabad.

## Mentors



Vikas Goel

**Vikas Goel** has more than 3 decades of experience in a variety of roles across multiple domains. Vikas is a science graduate, and has added certification from IIMA on Business Leadership and General Management.

Starting his own venture by name of Comm-sys Information system P Ltd, he was at the helm of affairs managing business development, product management & finances for 16 years. During these 16 years CISPL grew to about 40 Cr revenues and a team size of 200.

In 2019 , he joined E&Y as an external/independent consultant and SME for “ Make in India “ program. In this role he is helping E&Y team to understand the relevance of technology proposed by applicants, market feasibility, and GTM strategy.



Vivek Chandel

**Vivek Chandel** is an Electronics Engineer and an MBA from IIM Ahmedabad. Vivek has more than 25 years of experience in Technology (Telecom, IT and Power) sector. He has been involved in building brands, transforming operations and turnaround operations at early stage organisations as well as mature set-ups. Starting his career with Bharat Heavy Electricals Limited (BHEL), Vivek Moved over to Telecom in 1995. After his corporate stints as General Manager Marketing at Escotel Mobile Communications (Now Idea-Vodafone), Vice President – Transformation Projects in Airtel, Chief Operating Officer at Tata Teleservices and Executive Director - Marketing at Xerox India, Vivek is now pursuing his passion of creating impact through Education and Innovation.

## About PadUp

PadUp Ventures is a scalable “Mentoring to Accelerate” platform that focuses on Knowledge and start-up Acceleration Funding. Established in 2015, PadUp boasts of a founding team with in-depth experience in strategic, leadership and ownership roles in large corporations in diverse industries as well as in the entrepreneurial world.

As of the beginning of the year 2020, PadUp has mentored more than 100 startups and is deeply connected to a 2500 strong (and continuously increasing) global network of industry domain experts, affiliate mentors, angel and seed funding entities as well as funds interested in supporting start-ups at, and indeed beyond, Series A round of funding.

PadUp's mission is to significantly impact at least 1000 early-stage tech start-ups by the end of the year 2025, with its structured online-cum-onsite world-class quality coaching and mentoring across sectors, to achieve a survival rate for its mentored start-ups that is substantially higher than the industry average.



# Become a part of the PadUp family!

[Join the BootUp Lockathon](#)