



More often than not, entrepreneurship education turns into 'storytelling.'

Padup has developed a customized methodology to help acquire Entrepreneurship skills at all levels which is beyond 'storytelling'. The key elements such as user centric approach, lean startup philosophy, learning while doing, models to build innovative solutions to real, emerging and futuristic problems, are at the core of teaching entrepreneurship.

The process is an open, comprehensive and proven approach with a real-life perspective.

## BootUp

### VALIDATION

#### "BootUp" - Bootcamp For Customer & Market Validation

**BootUp is a Pre-Incubation Bootcamp with an online validation process that spans across 14 - 16 weeks. It helps start-ups understand the nuances of entrepreneurship as well as validate their business idea/ proposition. The program through this market and customer centric validation process defines market segments, end users, market size, sales process, and a business plan.**

"BootUp" will help entrepreneurs understand the nuances of entrepreneurship as well as validate their business idea/proposition in real time through a process that is customer centric and based on lean startup principles. Post attending this program, all participating entrepreneurs will either be able to develop their innovation into a sustainable and scalable business or pivot into one.

#### The Journey

- Entrepreneurial Education is a must during BootUp as the startups will go through a structured framework ensuring that their ideas are validated by the customers and the market in a real work scenario. They build value proposition through their innovation coupled with an innovative business model. Participating startups will go through mentorship and weekly, graded assignments to validate their idea and create a compelling Proof of Concept (PoC). The startups who believe they already have a PoC will obtain revalidation from the market and the customers.

- **The outcome** of BootUp is a **well-defined business plan and a well articulated investor pitch**. These will be based on the solution of a problem at scale by capturing the quantified value proposition, competitiveness, and revenue and cost streams, through a business model that the identified potential customers would be willing to accept and pay for.

All the startups that graduate from the BootUp programme after qualifying through PadUp's standards will be presented to the investors. There is a high likelihood of them raising funds.

The startups that do not graduate from the BootUp programme, or those graduating startups that fail to raise funds, will remain associated with PadUp Ventures. They will be taken into PadUp's incubation programme called **StrapUp**.

## StrapUp

### INCUBATION

"StrapUp" - Incubation Program to become investible

**StrapUp** : This is an Incubation program driven by a mentoring process. Mentors hand hold an entrepreneur through systematic interventions by providing real life business/ domain knowledge to build a "proof of concept" and demonstrate the viability of the venture through real, paying customers.

The StrapUp process, spanning over 24 weeks, is based on Knowledge Sharing, Coaching, Mentoring and Monitoring through monthly interventions and tasks. This will provide a specific direction to each startup that helps them reach out to the potential customers with a solution. This customer validated solution to a problem at scale is then built into the business modelling and an investor pitch-ready business plan.

#### The Journey

- Knowledge Sharing and Coaching through tightly-monitored monthly interactive workshops and masterclasses. This will enable startups to customise their journey as they learn and validate the entire business modelling and business plan making process, including inputs on contemporary marketing and sales strategies and investor engagement.
- **The Outcome** of the StrapUp incubation program would be a PoC or a Prototype that the potential customer would be willing & able to pay for, and to actually **obtain a minimum number of such customers. Such actual market traction would become a key part of the investor pitch**

## RevvUp

### ACCELERATION

"RevvUp" - Acceleration Program to achieve sustainability and scale

**"REVV UP"** - An Acceleration program that follows either directly from the BootUp (validation bootcamp) – for those startups that are successful in fund-raising – or from the StrapUp (incubation programme) – for those that raised funds after the incubation programme. These startups would now be ready to build a "minimum viable product". They are geared up to commercially roll out and generate revenues. Startups can bank on the team of PadUp inhouse business leaders and domain mentors to guide these early stage businesses for 9 - 12 months till their next round of funding.

This is where the Startups have to cross the chasm and go beyond the early adopters . It needs special skills, strategy, deep mentoring and hand-holding. Padup stands solidly behind startups for the entire duration by sharing with them the required skills, helping customize their plan, helping them build the value chain, and finally showing the scalability before connecting them to institutional investors. **Padup's mentoring on business as well as on specific domains would ensure these startups scale at the right time.**

### The Journey

- Spanning over 9 - 12 months, this programme's hallmark is deep **mentoring & monitoring** in addition to knowledge sharing & coaching. This programme would impart to the startup the knowledge on all the contemporary skills, strategies and concepts relevant for the growth-stage and scaling-up businesses through monthly task-based inputs and monitoring.

- **Outcome of RevUp Acceleration program shall be an MVP that would help penetrate the market by demonstrating the acceptability of product and sustainability of business model through strategic partnerships and network effects.**

### Summary

- **Mentoring** is essential as most startup teams lack the ability to reach out to customers in efficient ways. They also need assistance to get access to markets beyond a few customers to build a sustainable business model. Startups will receive **"UNLIMITED MENTORSHIP"** in person or remotely, in group or individually, from Padup Mentors. Part of mentorship is to help startups during all phases of their journey. During BootUp – for understanding various modules along with the action & assignment associated with them; during StrapUp – for mentoring them to move from concept to POC and its monetisation; and finally during Acceleration – for mentoring to generate revenue by demonstrating a sustainable scalable model to attract investment.
- **Monitoring** helps startups understand and appreciate the importance of corporate discipline. During BootUp, mentors monitor progress to see that a startup finishes given tasks within stipulated timeframes. During StrapUp and RewUp, the startups develop a reporting structure through a monthly MIS that provides insights into their abilities (and gaps) to complete tasks for the business and domain mentors to help them appropriately. The emphasis is on execution in addition to issues like compliances, financials, ethics, governance, investor relations, etc.

**Key outcomes and benefits** for startups include **Customer-centric innovation, Well differentiated business proposition, Quantified customer value proposition, Validated business model and business plan, Investible business, Scale, and Wealth creation.**

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