PadUp ventures

Start Up

14-16 weeks

BootUp (Bootcamp)

Prerequisite : Idea and/or POC

Investment Pitch

$ Investment

No   Yes

6 months

StrapUp (Incubation)

RevvUp (Acceleration)

9 months

Pre Series A/ Series A

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 to Raise Seed/Angel Funding.

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/ propositionin real time through a process that is customer centric and based on lean startup principles. The program through this market and customer centric validation process defines market segments, end users, market size, sales process, and a business plan.

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 practical process during BootUp, as the startups will go through a structured framework ensuring that their ideas are validated through customer interaction and market research, 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 assignments to validate their idea and collate formidable evidence to create a compelling investment case. The startups who believe they already have a PoC based on their assumption will obtain a real validation from the real market and 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, revenue streams, through a business model that the potential customers would be willing and able to pay for.

All the startups that graduate from the BootUp program will be presented to the andel and early stage investors & recieve funding at their discretion.

The startups that do not graduate from the BootUp programme, or those graduating startups that are unable to raise funds due to lack of compelling evidence, be mentored and nurtured further under PadUp's incubation program called StrapUp. This will ensure that deserving start ups continue building their venture and become investable by incorporating investors feedback to go back at a later date.

StrapUp

INCUBATION

"StrapUp" - Incubation Program to build Sustainable Business to become investible

StrapUp : This is an Incubation program driven by a coaching, mentoring and monitoring 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 StarpUp process, spanning over 3-6 months, is based on Knowledge Sharing, Coaching, Mentoring and Monitoring through monthly interventions and tasks. This will provide a customised, specific direction to each startup that helps them reach out to the potential customers with an acceptable solution. This customer validated solution of a problem at scale is then supported by an innovative business model and for 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 digital as well as contemporary marketing and sales strategies for 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 certain minimum number of such customers. This actual market traction would become a key part of the investor pitch.**

RevvUp

ACCELERATION

"RevvUp" - Acceleration Program to demonstrate sustainability and scale

"REVV UP" - An Acceleration program that follows post funding, either directly from the BootUp (validation bootcamp) or from the StrapUp (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 program's hallmark is deep **mentoring & monitoring** in addition to knowledge sharing & coaching. This program would impart 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 RevvUp 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 meet customer needs 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 ON DEMAND MENTORSHIP"** in person or remotely, in group or individually, from Padup Mentors. Part of mentorship is to help startups during all phases of their journeyjourney with Knowledge sharing, coaching and monitoring their progress. 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 RevvUp, 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, Innovative business proposition, Quantified value proposition, Validated buisness model and a sustainable business plan that is Investible to scale and for Wealth creation.**

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