MSH BootUp

BootUp + RevvUp Accelerator Programs

Start-up

14 Weeks — BootUp

(Bootcamp)

Prerequisite:
Idea and/ or POC

Investment Pitch

Angel/ Seed

RevvUp — 9 Months

(Acceleration)

Pre Series A/
Series A
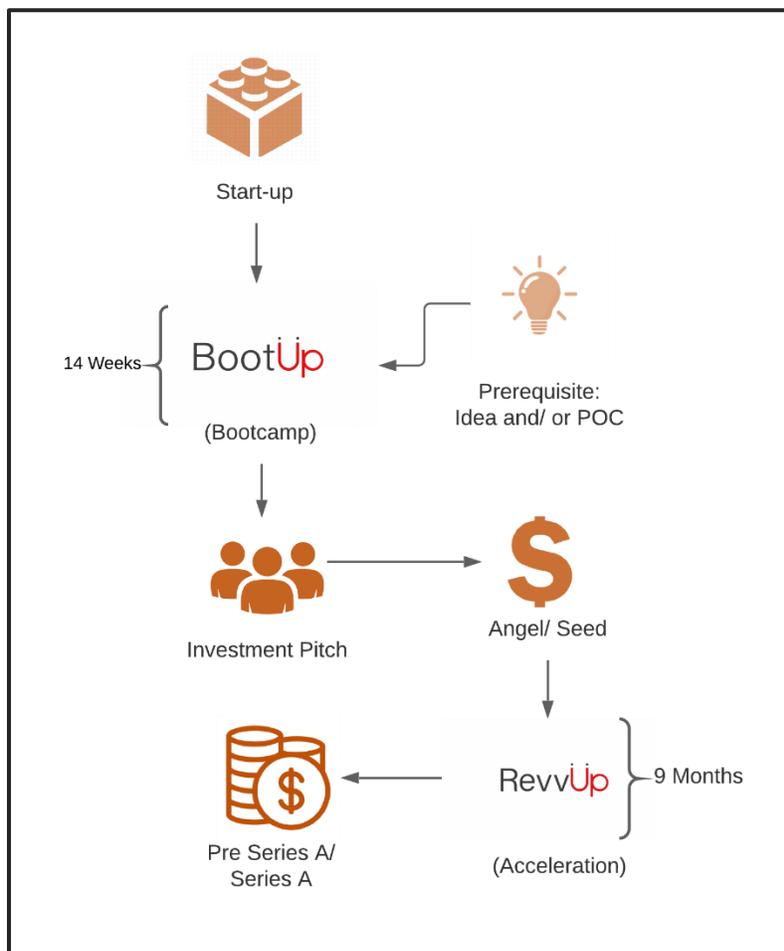
More often than not, entrepreneurship education turns into 'storytelling'.

Padup Ventures 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 THRU CUSTOMER & MARKET DISCOVERY

"BootUp" - A 14 Week Bootcamp For Customer & Market discovery and Raise Seed/ Angel Funding

BootUp is an online Bootcamp customer & Market discovery process that spans across 14 weeks. It helps start-ups understand the 'effectuation' for building a successful entrepreneurial venture. The program, through its market and customer-centric process, defines market segments, end users, go-to-market strategy, market size, sales process and a business model that helps establish a venture as investible.

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

- **BootUp** is a practical process as the startups will go through a structured framework ensuring that their POC are fine-tuned through customer and market interaction, in a real work scenario. The founders identify value proposition build through their innovation coupled with an innovative business model. Participating startups will be mentored to undertake certain task that helps collate formidable evidence to create a compelling investment case.

The Outcome

- **BootUp** helps build 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** program will be presented to the investors. for raising funds.

Content and Schedule

Schedule	On Site Workshop (to be conducted depending on Covid 19 situation)	Webinar	Online Mentoring	Activity
Module 1	●	●	●	Effectuation: Process, Principal and Logic
Module 2	●	●	●	Customer Segmentation and Primary Market Research-PMR
Module 3	●	●	●	
Module 4		●	●	TAM & Beachhead Market
Module 5		●	●	Designing the Solution
Module 6	●	●	●	Identifying & Quantifying Value Proposition
Module 7		●	●	Pricing Framework
Module 8		●	●	Mapping the Customer's Buying Process
Module 9		●	●	Handling Competition
Module 10	●	●	●	Full Life Cycle Use Case
Module 11		●	●	Proactive Selling
Module 12		●	●	Business Modeling
Module 13		●	●	Business Plan
Module 14	●	●	●	The Pitch to Investor

RevvUp ACCELERATION THRU MENTORING

"RevvUp" - Acceleration Program to Demonstrate Sustainability and Scale for raising funds in a pre-series A

RevvUp is a mentor driven Acceleration Program post angel/seed funding. These funded startups would now be ready to build a "MVP-minimum viable product". Since they should be geared up to commercially roll out and generate revenues, they need lot of handholding thru mentoring. Startups can bank on the team of Padup inhouse business leaders who will be domain mentors to guide these early stage businesses for next 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, and it needs special skills, strategy, deep mentoring through hand-holding. Padup stands solidly behind startups for the entire duration by helping them with building - the required skills, customized plans, the value chain, and the scalability through traction on the ground 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 through education by conducting Masterclasses & Interactive Workshops. This program would impart 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.

The Outcome

- RevvUp Acceleration program shall help an MVP that would be commercially launched by successfully acquiring first few customers through strategic partnerships and network effects by penetrating the market, demonstrating the acceptability of product and thus sustainability of business model.

It is important that startups adopt and learn new methods of execution and hence the startup shall receive the following knowledge through various Masterclasses cum Workshops conducted periodically. These Masterclasses are specifically designed to help startups move up the value chain step by step, methodically and efficiently.

Content and Schedule

Schedule	Webinar	Online Mentoring	Activity
Month 1	●	●	Network Effect
Month 2	●	●	Marketing-Traditional/ Digital Data & Big Data Analytics
Month 3	●	●	
Month 4	●	●	Selling & Negotiation Skills
Month 5	●	●	Scalable Business Model
Month 6	●	●	Business Plan
Month 7	●	●	Engaging with Investors
Month 8	●	●	Closing Investment
Month 9	●	●	Corporate Governance

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 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 journey with knowledge sharing, coaching and monitoring their progress; during BootUp, for understanding various modules along with the action & assignment associated with them; and during RevvUp, for mentoring to generate revenue by demonstrating a sustainable and 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 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 innovative business proposition, quantified value proposition, customer validated business model and a sustainable business plan that receives adequate and periodic funding to scale and for wealth creation.