



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/ proposition in 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 angel and early stage investors & receive 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 startups 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 is a 6-month 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-POC or a minimum viable product-MVP", as may be needed and subsequently demonstrate the viability of the venture through real, paying customers and a sustainable business plan to go back to the investors again.

The Journey

- Knowledge Sharing and Coaching through tightly-monitored monthly interactive webinars and mentoring. 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

RevvUp is 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. Padu 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 journey 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 business model and a sustainable business plan that is Investible to scale and for Wealth creation.**

Testimonials

PadUp has been helping incubators for last few years and have conducted some very successful program in recent past. Here are some mentions below:

KIIT TBI- IM2 Accelerator Program

- ✓ PadUp conducted IM2 Acceleration program as Knowledge Partner with KIIT-TBI Bhuvneshwar. 12 startups attended the program over four months. This was real work on the ground that has helped them tweak and recalibrate their solution and business model to accommodate the real customer feedback. **50% or Six out of twelve companies got investor nod on Demo day.**

ITRA- Entrepreneurship Bootcamp

- ✓ PadUp conducted ITRA Bootcamp program as Knowledge Partner with TiE Delhi for Digital India. 9 startups attended the program over four months 60% or Six out of nine companies got investor interest on Demo day, however none of them are interested in raising monies.

KIIT-TBI - IM2 Accelerator Program 2nd Cohort

- ✓ PadUp conducted IM2 Acceleration program as Knowledge Partner with KIIT-TBI Bhuvneshwar. 19 startups attended the program over four months. **40% or eight out of nineteen companies got investor interest and follow up is on.**

IIM Udaipur - Zoom Accelerator Program

- ✓ IIMUIC has created a unique Incubator facility in Udaipur and is desirous to provide its incubates all its support to promote and enhance the chances of success of its Start-ups. PadUp will work as a knowledge partner to IIMUIC and provide Start-ups with a program to establish a strong position in the market by identifying the business opportunities by meeting potential customers for building a building Go-To-Market strategy, Innovative business model and sustainable business plan.

Indigram Lab Foundation (ILF) - Nidhi Accelerator Program

- ✓ IIMUIC has created a unique Incubator facility in Delhi and was desirous to provide its incubates all its support to promote and enhance the chances of success of its Start-ups; ILF had engaged PadUp to provide its services to support ILF's Incubator as well as its Start-ups and help them in their entrepreneurial journeys.

Coming Up: NSUTIIF - Entrepreneurship Bootcamp - BootUp

- ✓ NSUTIIF has engaged PadUp to provide its services to support IIMUIC's Incubator as well as its Start-ups and help them in their entrepreneurial journeys. PadUp will work as a knowledge partner to NSUTIIF and provide Start-ups with a program to establish a strong position in the market by identifying the business opportunities by meeting potential customers build Innovative biz model & sustainable biz plan

Lockathon: An Online Bootcamp – BootUp – 2nd cohort currently underway

- ✓ PadUp's latest and very timely offering, keeping in mind the current scenario (Lockdown due to Corona Pandemic), "BootUp Lockathon" – a 6 weeks online program, is designed to overcome all the challenges faced by entrepreneurs while they are starting up or at early stage. "BootUp Lockathon" has been created keeping in mind the need of combining entrepreneurial education and mentoring for budding entrepreneurs and also the need of revalidation existing startups for pivoting in an intensive, express timeframe.

PadUp Team

PadUp has made a “science” of their way of thinking about Entrepreneurs, Startups and Innovation.

The Founding and Affiliate group is passionate about spending their next 25 years in sharing their knowledge, experience, wisdom and network with the new generation entrepreneurs. Expertise provided by PadUp team will help start-ups solve some real scale problems, thus creating entrepreneurial success and employment opportunities. This will result in significant social impact and wealth creation for the entire ecosystem.

Founders



Pankaj Thakar, Founder

Serial Entrepreneur with 34 years of corporate & start-up Experience in Technology & consumer space. Executive Education from Harvard & MIT



Rajat Jain, Founder

Corporate leadership experience at C-levels roles in Hindustan Lever, Sony Entertainment, Walt Disney & Xerox. An Alumnus of IIT Delhi and IIMA



Divyendu Kumar, Founder

Over 30 years in operational, strategic and leadership roles at the Tata Group in India & the Suhail Bahawan Group in the Middle East, leading multi-billion-dollar businesses as well as entrepreneurial projects. An Alumnus of IIT Dhanbad (ISM) and IIMCalcutta



Syed Safawi, Co-Founder

Syed has served companies such as Coca-Cola, Bharti Airtel, R-Comm, Viom (A Tata-Tele JV), in leadership roles. An Alumnus of Wharton Business School & IRMA, Anand

PadUp Super Mentors



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,



Vikas Goel

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



Vivek Chandel

An Electronics Engineer and an MBA from IIM Ahmedabad. Vivek has more than 25 years of experience in Technology (Telecom, IT and Power) sector.



Deepti Sehgal

A graduate from Shri Ram College of Commerce, Delhi School of Eco and IIM Ahmedabad. She is a skilled management professional with a strong track record of managing, building and scaling businesses.



Subroto Sen

Has over two decades worth of multi-sector experience in Automobiles, Telecom, Media, Real Estate and E-Commerce. Has held leadership positions in reputed organizations – Maruti Suzuki, Caltex, Tata Group, Airtel and Bennett Coleman.



Venkatraman C K

With a Passion to Build Leaders and Deliver Business Value and over 40 years of professional experience 22 of which have been in senior management. Worked in various industries.

PadUp Expert Mentors



Partners

