

PadUp's vision is to be a key player in the startup eco-system by actively supporting young entrepreneurs at various stages in their entrepreneurial journey and significantly impact survival rates positively, thus creating a huge impact in the entrepreneurial space.

Young companies are particularly vulnerable in their early/start-up years. A significantly higher percentage of inexperienced entrepreneurs trying their luck at starting companies means lack of exposure, maturity, resources, experience, network, corporate governance knowledge etc. More often than not, entrepreneurship education turns into 'storytelling.'

*CB Insight says that Globally **42% of start-ups fail** as their **product has no market need** or it is unfriendly or mistimed or **the customer has been ignored while creating the product** or there is **no business model**. In short, the product does not meet any customer's need, **so the customer is not willing to pay for it***

*The other research is about how the startup goes down and under in the **absence of handholding by Mentors**. In fact, **77% go down due to 'undifferentiated business model!'** Other reasons, such as **lack of skills, funds, mentoring, leadership and unethical business conduct**, are indicative of lack of structured mentoring.*

At PadUp we believe, Entrepreneurship is a CRAFT to build innovation thru inherent skills, creativity and desire to learn. Like any other craft, it is a process that can be learned and practiced thru a structured mentorship.

PadUp Ventures is a Knowledge Firm that helps entrepreneurs with a structured mentoring process to build disruptive & innovative start-ups. PadUp uses a customized methodology to help these start-ups acquire entrepreneurship skills at all levels. The key elements are user centric approach, lean start-up philosophy, learning while doing, and models to build innovative solution to real, emerging and futuristic problems.

Therefore, to jumpstart innovation for building sustainable and scalable businesses, it would be sound strategy to engage with PadUp Ventures as an outside-in approach will lead to excellent results on an incubator's efforts.

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.

### 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.

# 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. 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, **RevvUp** 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.**

## Investment Partners



