

The GAIN Start-up Acceleration Program

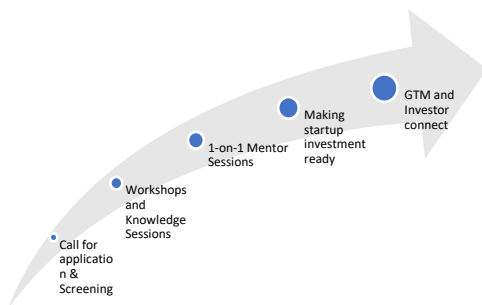
The GAIN is a global not-for-profit accelerator focused on innovation, driven by the entrepreneurial ecosystem and engineering expertise coupled with access to global IPs, to leverage global and domestic markets. We help start-ups scale with access to funding, business, and access to active mentoring through our diverse network of mentors, industry experts, partners, and advisers.

Program Goal: To promote international start-ups in the Indian Market, to enable Indian start-ups access global market, to acclimatize with all the market and buyer behavior information, and to get them customer interactions through our network and experienced GTM consultants.

Start-up selection criteria: The panel will comprise of serial entrepreneur, Domain expert, An Angel Investor, A VC Investor, an Experienced professional from corporate, an Academician (If need be), the CEO of The GAIN, and The Program Manager. The start-ups will be evaluated based on the below criteria:

- Pre-Program: Idea disruption, Scalability, IP, Unique value proposition, Market size & Growth, Investments (If any and how much), Customer Validation
- Regular Program: Team & Execution, Technology/Solution, Market Attractiveness, Business Model, Fit for acceleration

Pre-Program: The first part will be focused on conducting the experiential learning-based workshops to provide them with an overview with respect to the areas like cultural conditioning and orientation, Innovation & Design Thinking, Strategic Game Planning, IP as an Investment tool, Financial Model analysis & Term Sheet, Leadership & Talent Management, Brand Strategy & Marketing, Sales Strategy, Pitch Preparation. Post the workshops, start-ups have 1-on-1 with industry experts to finetune their business model to suit to the Indian context.



Workshop and Knowledge session details:

- Brand Capital
- End customer capital
- Leadership and Talent Capital
- IP capital
- Execution Capital
- Finance Capital

Regular Program Operational Plan:

- Start-ups will be connected to specific and relevant Mentors to help them identify the product mix to release to the respective markets
- Start-ups will be connected to industry experts and strategic partners to identify ways to go forward
- Start-ups will also participate in the events where they will showcase the products/solution offering to get them market connects
- Meetings with relevant Investors will be arranged to help them raise capital
- Start-ups will be connected to GTM consultants to show them the path of identifying the channels of marketing and sales
- Start-ups will interact closely with GTM consultants and work on customer closures
- The GAIN sponsors them for a few networking events to familiarize them with the ecosystem and give them profound connections with specific industry bodies and associations
- Constant social media exposure to leverage the network of The GAIN

Demo Day: Freewheel Demo Day, a new design ideated by The GAIN team, will be conducted on a platform called 'CoPro', where unlike the conventional demo days the investors need not wait for the start-ups to pitch one after the other. During the pitching session, each start-up will be allocated 1 virtual pitch table & 2 discussion tables. The attendees will be enabled to join any pitch table free-willingly and listen to the start-up at their respective booths simultaneously and then discuss with the start-up founders at their respective discussion tables. The attendees also had an opportunity for networking at the networking tables arranged during the session.