



Fueling the entrepreneurial spirit
of Eastern India



**Launch pad for start-ups
in Eastern India to take
the big leap**



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MARKET OVERVIEW

Over the past few years, we have seen a significant rise in the number of start-ups in India, thus making India one of the largest global start-up ecosystems in the world. This has largely been due to a rise of investments in the start-up space driven by rise in consumption, rapid adoption of technology and increase in mobile penetration.

A lot of startups germinate in the eastern region, yet due to limited start-up support ecosystem, majority of them are either unable to scale up or are compelled to migrate to other regions of the country. Eastern region has all the

necessary requisites for start-ups to succeed viz. skilled human resources, large consuming population across 12 eastern states, well-developed infrastructure, robust connectivity and large number of premier educational institutes.

There is a strong need of a vibrant start-up platform where all the stakeholders including budding entrepreneurs, talent pool, investors and industry experts can synergize and collaborate to shape up an idea into a successful business.



ABOUT BRANDSHOOTS

The Times of India Group, India's largest media house along with partners, Sumedha Fiscal, Mayabious and Infinity, has initiated a new endeavor, "Brandshoots Ventures" - a focused accelerator platform tailored for start-ups from the eastern states of India. The venture is backed by Times Group's investment arm Brand Capital, which has invested marketing capital in 800+ growing companies in India over past 12 years.

Brandshoots is an endeavour to unlock the entrepreneurial potential in the East and emerge as a first choice of destination for any start-up or entrepreneur with a vision to create a national brand. It is a first-of-a-kind Accelerator Platform, aimed at Eastern India.

Brandshoots provides an opportunity to the start-ups based in Eastern region to reach out to a pan-India network of investors, connect with synergistic businesses and learn from a pool of mentors across India.

At Brandshoots, enrolled start-ups will be provided with mentoring on product refinement, marketing, business strategy and would also be connected with relevant business networks. Enrolled startups will be extended with technology support, work space and incorporation facilities. Further, they would be extended the reach of Times Group to test-market their products and services across India. Once they are set for the next stage of growth, the platform would connect them with a bevy of early-stage investors.



BRANDSHOOTS PROMISE



ACCESS TO CAPITAL

The idea is to identify the start-ups with potential, **brandshoots**, as we call them, and equip them to attract and access growth capital through our network of HNIs and Institutional Investors.

Brandshoots companies will get access to marketing capital in Times Group media to test market their products. Brandshoots will also be provided with mentoring, marketing capital and relevant business networking during a power packed 16-weeks program.

It will culminate in a demo day, where these Brandshoots will interact with HNI/Angel/VC investors to close funding round for the next stage of growth.



ACCESS TO INDUSTRY EXPERTS

Many of the start-ups are unable to scale up due to inadequate advice, lack of proper mentor guidance, dearth in domain-specific expert advice and other aspects of businesses related to finance, operation, distribution, marketing and compliance. Brandshoots has been initiated to bridge this gap & nurture these start-ups through a structured, time-bound and merit-based program.

Brandshoots start-ups will get a well-defined platform to interact with the successful entrepreneurs, industry mentors and domain experts to address their problems and challenges at a very early stage and thus get suitable guidance to fine tune their growth road map.



ACCESS TO EXCITING ECOSYSTEM

Entrepreneurship is an exciting but challenging journey. Constant motivation and a positive environment go a long way in ensuring the success of the idea. Keeping this in mind, Brandshoots is providing a cohort of working environment where some of the best ideas and minds will be curated and nurtured. The competitive yet cordial environment will bring out the best amongst the entrepreneurs.

A suitable and completely managed workplace with IT & compliance support will enable the entrepreneurs to focus on their core competence, thereby increasing the chances of success.

WHO CAN APPLY

Any start-up with dreams of making it big, and is based out of the eastern region of the country is welcome to apply for the program.

The start-ups would be selected through a rigorous screening activity. Important points of focus would be:

Industry focus

Founder's profile and background

Stage of product development and/or revenue

Financial and business viability



WHAT YOU WILL GET

- Strong investor relations across India
- Brand building expertise and unmatched media might of Times Group
- Marketing capital for each participating venture
- Direct access to the biggest angel investors and seed funds in India
- Dedicated Accelerator Programme of 16 weeks
- Mentorship from the experts in the respective fields
- Open office space and infrastructure
- Opportunities to pitch on demo day
- Incorporation formalities and statutory compliances support

PROGRAM SCHEDULE

All selected start-ups will undergo a 16 week program which will comprise:

1

Product

- Refine product offerings to create differentiation
- Know your consumer – help identify target segments and their needs

2

Market

- Test market of product and market alignment of product based on market feedback
- Revenue build-up and preparation of business for Angel Funding and their needs

3

Funding

- Pitch presentation by startups
- Interaction with investors
- Announcement of funding on demo day





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I'm convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance.

Steve Jobs

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