



MANGALURU'S

# STARTUP ACCELERATION PROGRAM

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An acceleration cohort in association with “**Karnataka Acceleration Network**” initiative with **KDEM** & **GoK** to empower startups to scale new heights.

SCAN TO REGISTER



IMPLEMENTATION PARTNER

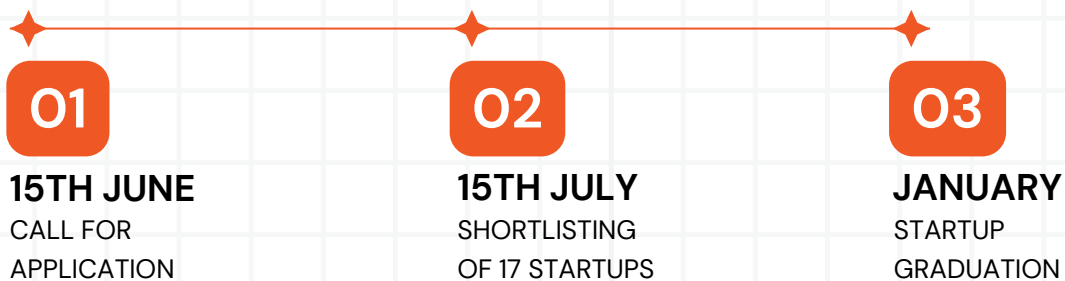


# ABOUT US

SHINE Foundation is Launching an "Acceleration Cohort" for all the Mangaluru Startups supported by KDEM & Govt. of Karnataka as a part of the "Karnataka Acceleration Network (KAN)".

It's a 6-month accelerator cohort designed to fast-track growth-stage startups. The primary goal is to help startups achieve market access, build a strong core team, secure funding, and reach other key growth milestones. Participants will also benefit from tailored mentorship, strategic networking opportunities, and comprehensive business development resources.

## TIMELINE TO THE COHORT



## ELIGIBILITY FOR STARTUPS

- Startup should be based out of Karnataka and registered under the Karnataka Startup Cell or Department for Promotion of Industry and Internal Trade (DPIIT), Govt of India.
- Startups should be in revenue/growth stage.
- The start-up must be working towards innovation, development, deployment or commercialization of a new product, process or service driven by technology or intellectual property.

## SUPPORTING ACCELERATORS



# HOW IT WORKS?

<b>ACCESS TO THE MENTOR NETWORK ACROSS THE GRID</b>	<ul style="list-style-type: none"><li>• Business Domain expert to guide on customer acquisition (1-on-1 sessions) 1 mentor for Local Compliances (2 sessions)</li><li>• 1 mentor for Go to Market Strategy (3 sessions)</li><li>• 1 mentor for International Market access(3 sessions of 2 hours each)</li><li>• Creating 2yrs business plan</li></ul>
<b>MARKET LEADS FOR SCALING</b>	<ul style="list-style-type: none"><li>• Business domain expert to evaluate company's business model</li><li>• Access to at least 10 potential customer leads</li></ul>
<b>INVESTOR CONNECTS SUPPORT</b>	<ul style="list-style-type: none"><li>• Coaching on pitching, connects with VCs/early-stage funds</li><li>• Access to at least 3 investors per startup</li><li>• 3 Mock pitch sessions with angel investors for fine-tuning your elevator pitches</li></ul>
<b>VISIBILITY TO THE STARTUPS</b>	<ul style="list-style-type: none"><li>• Visibility to the startups in all the KDEM event at Technovanza and BTS.</li><li>• Special mentions to the startups supported under the KAN program for better recognition</li></ul>
<b>TEAM BUILDING - TALENT POOL CREATION FOR STARTUPS</b>	<ul style="list-style-type: none"><li>• Support on finding additional co-founders and support in setting up team (1-on-1 sessions)</li><li>• 3 networking events to help startups build the team</li></ul>
<b>BRAND POSITIONING</b>	<ul style="list-style-type: none"><li>• Guidance on positioning, website, and marketing collaterals.</li><li>• 1 workshop on Digital presence &amp; 1 workshop on Brand positioning with experienced mentors &amp; industry expert</li></ul>
<b>KNOWLEDGE SESSION</b>	<ul style="list-style-type: none"><li>• 24 weeks. at least 6 hours per week</li><li>• 4-6 Masterclasses by Industry Experts (2 International, 4 Local)</li></ul>
<b>ACCESS TO IPs</b>	<ul style="list-style-type: none"><li>• 1 Design Workshop by Expert with 1-on-1 sessions</li><li>• Domain expert to evaluate technology of startup</li></ul>

# THANK YOU

**SAHYADRI HUB FOR INNOVATION & ENTREPRENEURSHIP  
(SHINE Foundation)**

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