

India Market Access Bridge

Go Local. Connect. Expand.



About the Program

For startups, expanding overseas not only means a plethora of exciting opportunities such as new clients, revenue streams, and untapped markets, but also complexities and uncertainties. Entering India is no different. But when you partner with T-Hub, our India Market Access Bridge (IMAB) initiative ensures an easy transition into the Indian market.

What makes India and T-Hub stand out from the rest?

India, currently the third largest startup ecosystem in the world, has begun shifting focus from B2C to B2B innovation, making it an excellent client base with global influence. Located in Hyderabad, T-Hub works at the center of the fastest-growing ecosystem, serving as the perfect launch pad for international startups and offers access to Fortune 500 corporate clients and governments alike.

Eligibility Criteria

Post Series A startups and scaleups from across the world, applying for this program need to meet the following criteria:

- Market-ready product/solution
- Proven sale and distribution model in the home market or beyond
- Proof of existing or prior secured Venture Capital (VC) investment
- One founder must be present during the program, either virtually or physically

- At least one team member must be present during all in-country interventions
- Focus is on B2B enterprise products or sustainability, but outstanding solutions in HealthTech, FinTech, Smart City, etc., may also be considered

Selection Criteria

The selection of applications will be based on the following criteria:

- Existing traction and proven quarterly growth
- Proven business model with high factor of transferability to India
- Prior VC investment for India market entry
- Ambitious and committed venture team entering the Indian market
- Readiness to engage in proof of concepts (PoCs) and partnerships

Verticals

B2B Enterprise Products

If you are a startup with a B2B enterprise product, then T-Hub's extensive corporate partner network is for you. Share the table with major global firms when they decide which disruptive technologies to integrate in their global roadmap and product portfolio.

Sustainability

We are looking for startups and scaleups with affordable and proven solutions in areas such as renewable energy and power, water, waste management, and others that can make India a more sustainable place to live.



Benefits

The program will help startups localize, connect with corporate and government bodies, expand in the Indian market and discover new revenue streams.

Go Local

- **Localization of business model:** Assistance in understanding Indian clients to localize your business model
- **Access to Personal Mentor and Entrepreneur in Residence (EIR):** Local immersion and support from experienced T-Hub staff, mentors, entrepreneurs, senior executives, and EIRs to capture maximum value
- **One-stop destination for startups to scaleup:** Free and complete access to T-Hub's vast ecosystem including various startup programs and state-of-the-art office space

Connect

- **Corporate partners and industry leaders:** Connect with T-Hub's vast corporate partner network, industry leaders, experts, and others
- **PR exposure:** Enjoy media mentions in articles, blogs, and more
- **Networking events, dinners, special guests, CEO dinner:** Access to internal and external events to fully merge into the local innovation ecosystem
- **Government engagement:** In Telangana, T-Hub spearheads the initiatives in recommending public policies and startup solutions for the government to work with, opening doors for government bodies to be your first client

Expand

- **Easy payment:** Equity-free payment options
- **Soft-landing support:** Access to legal and accounting services and advisory, in addition to visa, relocation, and HR services in India (certain customized services might be chargeable)
- **PoC facilitation:** Apart from finding and executing a PoC with local clients, demonstrating the feasibility of your solution in Indian context, we also extend our support in defining rules of engagement, timelines, responsibilities, and others
- **Corporate day and investor demo day:** The corporate day and investor demo day are tailored to increase your potential to land pilot and investment opportunities in India

Testimonials

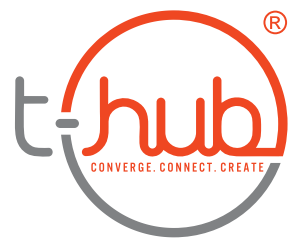
Here's what some startups are saying about T-Hub:

"T-Hub immensely helped us in forming our strategy to access the Indian market. They connected us with other startups in high education space that helped us in reaching out to the right target group. Today, T-Hub is our home base in India!"

-Christopher Trost, Co-founder, UNISpotter, Austria

"The three main highlights of working with T-Hub are name, network, and people. The people at T-Hub are fantastic. They are working hard to help everyone and there is never a dull moment at T-Hub."

-Hugues Marceau, Co-founder and CEO, Autonom Inc., Canada



www.t-hub.co