

# Shiprocket Scale Enabler Program

Enabling capital efficient growth for high-potential D2C startups

Mentoring | Capital | Market Access

The **Shiprocket Rocketfuel Program** offers D2C startups a range of shared-services, expert advice and market access via the Shiprocket distribution network to scale up exponentially without the typical capital required for a rapid scale up.

Startups selected for the 3-month program also get an opportunity to pitch for funding from Shiprocket and our investment partners.

## What is included in the program

### One-on-one mentoring

Each startup shortlisted from the program will be assigned an internal mentor as their 'anchor mentor'. We will provide the anchor mentor very in-depth assessment reports on the startup, and set up preliminary deep-dive review calls to align the startup and mentor on what we will achieve from the program, the model of engagement, etc.

We will pull in external mentors as required, primarily as group learning sessions but could also be one-on-one interactions as required.

### Deep-dive reviews

Candidates shortlisted for the programs will undergo a deep-dive review using the proprietary [applyifi assessment framework](#).

We will prepare a development plan for each startup to be taken up in the accelerator program.

### Group learning sessions and one-on-one interventions

The 3-month program will have a very structured curriculum for group learning sessions, and one-on-one interactions based on a specific action plan and expected outcomes defined for each startup. Our team will do periodic reviews to track the progress and identify alternate interventions that may be required.

### Indicative curriculum

Group learning sessions covering all the fundamental building blocks of a business

- Product
- Business model and pricing
- Brand and marketing
- Go-to-market
- Production
- Supply Chain
- Finance
- Learnings from the experiences of other successful entrepreneurs

One-on-one sessions will be customized for each startup and will broadly cover the following:

Customized advice for scaling up: One-on-one, deep-engaged mentoring to address the challenges and opportunities identified in the business tear down, leveraging our pool of subject matter experts, experienced entrepreneurs and investors

- Product review
- Brand review
- Marketing and collaterals review
- Estimating market potential and size
- Reviewing business strategy: Revenue streams, pricing, business models, target customer and GTM plan
- Business Plan – financials
- Sales planning and sales program design
- Pitch and business plan finalization for investor connect
- Operations planning and commercial robustness

*Note: Typically there will be 1-hour of group learning sessions per week, and weekly/fortnightly interactions with your respective mentors as relevant and as mutually agreed between the founders and mentors.*

### **Access to capital**

This will be in 3 forms:

- Up to Rs.20 lacs of credits from Shiprocket
- In-cash investments by Shiprocket or founders of shiprocket
- In-cash investments by our investor networks

### **Collective visibility via**

- PR, social media announcements of the cohort and e-mailer shots to our database
- Shiprocket brand launchpad - a section on the Shiprocket page that will showcase cohort startups, and which will be regularly promoted by Shiprocket to help startups leverage the collective benefit of the marketing efforts
- Demo Day - showcasing the cohort to the different stakeholders - investors, service providers, distribution networks, etc.

### **What startups give Shiprocket**

- x% sweat equity
  - 3% equity in startups in MVP/Pilot stage
  - 2% equity in startups in early-growth stage
- 3% of the amount of capital raised by the startup via connections made via the program