

Pre-Accelerator Program

ASISA.VC

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1. About Asisa's Pre-accelerator

Asisa's Pre-Accelerator is a highly-structured 1:1 (not in a group) virtual program to provide entrepreneurs with critical feedback, mentorship and focus. Since each startup is at a different stage, the 1:1 aspect of this program allows it to be highly customizable to the specific needs of a founder.

Core Focus Areas of the Pre-Accelerator Program are as following:

- I. **Market Validation - *"Don't build something nobody wants."***
 - a. Ensure founders are solving a real problem that matters to a specific target audience, and they are willing to pay for it
- II. **Business Model Feasibility -**
 - a. Whether the validated idea can evolve into a sustainable, profitable business by analyzing revenue models, cost structures, scalability, and operational feasibility
- III. **Getting Growth Ready (over the next 6-12 months) -**
 - a. Achieving early traction: Go-to-Market (GTM) plans, Product-Market Fit (PMF), and team building
 - b. Guidance on user acquisition and retention
- IV. **Investment Preparedness -**
 - a. Help founders build investor-friendly documentation: pitch decks, financial models
 - b. Legal structuring and due diligence readiness
 - c. Fundraising strategy, and game-plan
 - d. Clarity on termsheet clauses and their impact on the founders

For abundant clarity, Asisa will not:

- I. Provide funding.
- II. This is also not a fund raising mandate - we will help you prepare a funding plan & identify the right potential investors but not run the process or introduce you to the investors.
- III. Implement on the ground
- IV. Prepare the pitch-deck and financial model (but assist the founder in doing so by providing templates and support)
- V. Sign an NDA

2. Focus Areas

Each startup is at a different stage. As the program is highly customized, the focus of the program and the outcomes that the founder can expect is different.

The following table highlights the general focus areas for each stage of a typical startup.

Stage	Primary focus of the program	Secondary focus of the program
Ideation Stage <i>(First time founders /solo founders / may still be employed)</i>	Market Validation + Business Model Feasibility De-risking before going “all-in”	Investment Preparedness
Prototype/ MVP - Minimum Viable Product stage	Market Validation + Business Model Feasibility	Investment Preparedness
Early Revenue Stage	Investment Preparedness	

3. Format & Duration

- I. The Pre-Accelerator is a structured 5-week online program. All mentorship, learning activities, and feedback are provided strictly within this timeframe.
- II. Program Components:
 - a. 2-3 Live, Interactive Video Sessions: Covering key areas as identified at the time of signing. Our team will work behind the scenes to support the outcomes that we identify at the time of signing.
 - b. Curated Video Library: Participants (if they want) gain access to pre-recorded sessions to immerse them in the VC concepts.
 - c. Personalized Support: In addition to the 2-3 live discussions, continuous guidance through phone calls and WhatsApp messages during the program to address individual needs.
- III. Mentorship & Feedback:
 - a. Tailored Mentorship: The mentor will review participants' background research, pitch decks, and financial models (as applicable) or provide guidance/ templates for preparing them.
 - b. Session Documentation: A digital assistant will capture and share key points from online discussions.
 - c. Comprehensive Written Feedback: Detailed feedback on decks and models will be provided via email within the program period.
- IV. Program Closure: All support, including mentorship, feedback, and communication, concludes at the end of the five weeks.

4. How to Participate

Prospective founders should fill out the form on our website ("Apply" button). You will receive a response within 7 working days.

Please note that the mentor engages with no more than 3 startups at a time; we appreciate your understanding if you are not asked to participate.

5. Fees

The participation fee for the Pre-Accelerator program is Rs. 1,00,000 (Rupees one lakh) plus GST, to be paid fully in advance.