

Founder Advisory Program

A structured, one-on-one advisory engagement to help early-stage founders make sharper decisions before they build, launch or raise.

5	2-3	1:1	₹1.75L
WEEKS, STRUCTURED	LIVE 1:1 SESSIONS	WITH PUNEET SURI	ALL-INCLUSIVE FEE

This is strategic advisory, not a pre-accelerator or group program. Every engagement is customised to the specific stage and priorities of your startup — built around the decisions you're facing right now.

WHAT WE WILL WORK ON

1

Market Validation

Don't build something nobody wants. We pressure-test whether you're solving a real problem for a specific audience willing to pay.

2

Business Model Feasibility

Can this evolve into a sustainable, profitable business? We work through revenue models, costs, scalability and operations.

3

Getting Growth Ready

Preparing the next 6–12 months: GTM plans, product-market fit, team building, and user acquisition & retention.

4

Investment Preparedness

Investor-friendly pitch decks and financial models, legal structuring, due diligence readiness, and termsheet clarity.

Important exclusions — what this program is not: Asisa does not provide funding, run your fundraising process, implement on the ground, or sign NDAs. This is advisory, not execution or capital.

FORMAT & DURATION

- ✓ Structured 5-week online program
- ✓ 2–3 live 1:1 video sessions with Puneet Suri
- ✓ Personalised support via phone / WhatsApp throughout
- ✓ Comprehensive feedback on decks, models & strategy
- ✓ All support concludes at the end of week 5

HOW TO PARTICIPATE

- 1 Fill the application form on the website with your startup details
- 2 We review and reach out within 5 working days
- 3 Complete payment via the link shared, and we begin

PROGRAM FEE

Founder Advisory Program

Payable in advance · payment link shared on acceptance

₹1,75,000

One Lakh Seventy-Five Thousand, all-inclusive