



Business mission at India

New Delhi & Bangalore

November · 2018

STARTUP
EUROPE



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MISSION

WHAT IS A MISSION AND HOW DOES IT WORK

WHAT IS AN ECOSYSTEM DISCOVERY MISSION?

Ecosystem Discovery Mission: key startup ecosystem leaders take an intensive and immersive 3-6 days trip to meet leaders of another country and to explore that market

Benefits of the Mission:

Connect with other key leaders during a 3-6 days intensive Mission

Build long-lasting relationships with local leaders and partners

Understand and experience the destination ecosystem

Provide better scaling support to your local startups/scaleups

Learn the processes to scale a business there and find out about the available resources

Benefit from costs reimbursement for support travel expenses

Main goals of the Missions:



Startup ecosystems better connected



Increased know-how on scaling in high profile startup ecosystems



HOW IT WORKS?



APPLICATION

Apply to our mission [on F6S](#)
until 17 of september

SELECTION

Get selected as one of
the key ecosystem
players

MISSION

Go on a 6 day Discovery
Mission in India

GOING BACK

Come back from
Discovery Mission

FEEDBACK

Attend Soft-Landing
feedback events





THE PROGRAM

**GENERAL INFORMATION AND
PRELIMINARY SCHEDULE**

THIS PROGRAM IS DESIGNED TO **GET YOU INVOLVED**

The business immersion program was specially created by experts in the Indian market to help ecosystem leaders **get involved with the local ecosystem.**

You will have six days of immersion in India, in which you will visit successful companies, connect with local players and learn about the market.

The combination of the activities will help you understand the innovation scenario in India and how to create effective bridges with the country.





GENERAL INFORMATION

Location:

Bangalore & New Delhi

Dates:

26/Nov/2018 - 01/Dec/2018

Spots:

24 representatives from Europe

Application deadline:

17/Sep/2018 [via f6s](#).

Language:

The mission will be in English.



SCHEDULE

The program activities are divided into 6 categories:



INDIAN ECOSYSTEM CHAMPION

- Understand and immerse in the India startup ecosystem
- Understand the legal framework towards doing business in India
- Identify and implement next steps towards collaborations in India



INDIAN ECOSYSTEM: GOVERNMENT, LEGAL & CORPORATES

- To provide political knowledge and legal understanding towards doing business in India
- To define gaps in the indian ecosystem and explore collaboration with other participants
- To engage with the corporate strategy and innovation



EUROPEAN STARTUP ECOSYSTEM

- To interact and immerse with key Tech European players
- To explore collaboration/partnership areas for growth and expansion
- To co-create a framework for stronger ties between Indian & European startup ecosystems



SCHEDULE

The program activities are divided into 6 categories:



STARTUP & INVESTOR VISITS + CULTURAL IMMERSION

- Interacting with game changing startups, investors & business
- Understanding the local innovation methodologies and unique business models
- Understanding customer segments and their connection to technology and products



COCREATE LABS

- European and Indian ecosystem champions networking together on local challenges
- Reverse innovation sessions to understand diverse market contexts
- Sessions with industry leaders to get a better understanding of the indian innovation landscape



ACCESS TO LANDING OPPORTUNITIES AND INDIAN NETWORK

- Detailed workshops with legal mentors to understand the "ways of doing business in India"
- Interaction with startup India and other relevant organizations
- Soft-landing opportunities in collaboration with co-working spaces and accelerators



Preliminary Schedule

**The programme is subject to change
and will be confirmed 1 month before the
Mission*

	26/Nov	27/Nov	28/Nov	29/Dec	30/Dec	01/Dec
Morning	Starting @ New Delhi: Introduction to the India ecosystem and values	Sector Specific Mentors Market Size & Opportunity networking	Ecosystem Champion Visit Investor Roundtable	Bangalore Technology Summit	Technology and Innovation landscape of Bangalore (India's Silicon Valley)	Accelerator/ incubator visit
	Lunch + time to answer emails					
Afternoon	Ecosystem Roundtable How to grow global	Unicorn Visit Visit accelerator/incubator	Travel to Bangalore	Bangalore Technology Summit	Unicorn visit Legal understanding of doing business in India	Key opportunities and benefits of setting up operations in India
Evening	Cultural Dinner	Free time	Travel to Bangalore	Bangalore Technology Summit	Free time	Closing and fly back

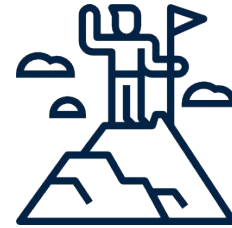
BENEFITS



Overview of the Indian startup ecosystem



Connection with local market players



Learn from successful companies



Understand the advantages and challenges of India



Open up possibilities for (international) cooperation



Transport within India





DIVING INTO THE ECOSYSTEM

MARKET OVERVIEW AND RELEVANT CONTACTS

QUICK FACTS ABOUT THE INDIAN STARTUP ECOSYSTEM



2nd largest startup ecosystem in the world

Average of 2-3 new startups are born per day in India.



2nd largest internet market in the world

462 million of internet users, from which 80% are mobile-based.



40% growth of total accelerators & incubators

110 accelerators and incubators spreaded across the country.



80.000 jobs created by startups from 2015-16

It is estimated that 20.000 jobs will be created by startups by 2020.





THE ORGANIZERS

TEAM AND BACKGROUND

THE ORGANIZERS



Soft-Landing connects top startup ecosystems through numerous exchanges of ecosystem leaders, strengthening the knowledge of EU, US and India's startup scene and building strong networks.

- **6 startup ecosystems** explored in 3 continents
- **200 ecosystem builders** participating in the Missions
- **100 startups/scaleups** supported



We facilitate individuals or startups to gain entry into new markets by immersing them into our vast network of partners. The mission is to increase collaboration and network between startups and entrepreneurs from different parts of the world.

- **+120 ecosystem visits** in India
- **+500 workshops** and models
- **+200 speakers**, mentors and designers





iNGENIOUS - YOUR HOST IN INDIA - F A C E S -

Ingenious faces has received over 120 ecosystem visits in India throughout the last years, being therefore able to build strong partnerships with the most relevant players in the Indian startup ecosystem.

A little bit of their past in numbers:

- **+500 workshops** and models
- **+200 speakers**, mentors and designers
- **+120 ecosystem visits** in India
- **+50 Corporate - Startup** cocreate Labs
- **+20 Accelerator/Incubator** Collaborators
- **+20 Investor** Roundtables
- **7 University** partners
- **4 Government** Collaborators



A few words from previous participants of the Ingenious Faces programmes



BENJAMIN SHAW

CEO, HouseMe
South Africa

"India is really quite something to behold, it's been a great journey! By coming here you can easily grow your intellectual capital manifold."



HANS OSNABRUGGE

Partner, Brooklyn Ventures
The Netherlands

"Through the Launch Studio Program and soft-landing immersion, we were able to initiate our emerging market growth strategy and build a portfolio of companies and ecosystem partners"



ZAYNE IMAM

Co-Founder, Five-Oh-Two
The Netherlands

"From absorbing the diverse India Culture to indulging in some really special moments, I had an awesome time! And to all those who are wondering, go do it, take risk, it is worth it"



A few words from previous participants of Soft-landing



ARISTEA SAPERA
Program Manager, Beta-I
Portugal

*"Soft-LandingEU was a condensed and complete experience that combined two things: the interaction of interesting startups with a bunch of European ecosystem players and the familiarisation with the Dutch FinTech companies and ecosystem.
Fast, efficient and fun!"*



RAHEL DEMANT
COO, VR First
Ireland

"EU Soft-Landing is a great program to get to know other ecosystem builders, connect with global startups and investors. For VR First, EU Soft-Landing Paris has been a major step to advance and connect to a French network of companies and global incubators/accelerators."



ANDRIUS BOLSAITIS
Innovation Manager, SEB
Lithuania

"The Mission was a great opportunity to make very important business connections in Germany, and also to learn about the local startup and entrepreneur ecosystem. Highly recommended!"





Apply [here](#)!

We look forward to
meeting you!



IMT Starter



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