



**Deshpande  
Startups**

# EDGE PROGRAM

## Startup Launchpad

ABOUT

## Deshpande Startups

- Largest Technology Business Incubator in North Karnataka
- Located in Hubli
- Founded in 2016, Hosted by The Deshpande Foundation
- Supported by Dept of Science and Technology & Govt. of Karnataka
- 100,000 sq ft Incubation Space, 300 Plug & Play Workstations
- Product Fabrication Labs & Prototyping Facilities

## VISION

Enable Entrepreneurs to Impact Billions of Lives in Semi-urban and Rural Communities in India





# The **EDGE** Program

EDGE is a 12-week Pre-Incubation program for potential founders to build an entrepreneurial mindset through problem validation, market research, customer discovery & team building and eventually launching their Startup.

The Program's uniqueness lies in its focus on an in-depth customer discovery process, enabling entrepreneurs to identify and interact with their target customers to better understand the problem-solution fit.

EDGE is a great opportunity to network with other Entrepreneurs, Startups, Mentors, and Industry Experts. A flagship program of Deshpande Startups, the EDGE program has supported over 150 entrepreneurs in 2+ years.

\*Program is currently being run on an online platform

## PROGRAM IMPACT

13 COHORTS



160 STARTUPS  
SUPPORTED



65 STARTUPS  
LAUNCHED



22 STARTUPS AT  
REVENUE STAGE



## FOUNDERS TESTIMONIALS

**ASHOK YADAV:** Founder, Eitot Technologies

“EDGE program helped us in getting more clarity while building our startup, TimeApp. The 12-week program changes us in many ways, right from how to interact with customers in a better way. The Deshpande Startups ecosystem is really great for every stage of an entrepreneurship journey. We're fortunate to be part of the EDGE Program.”

**RIZMA BANU:** Co-founder, Atom360

“Atom360 had developed best technology solution for early oral cancer detection. During EDGE we learnt not only about developing business for ATOM360 but also developed ourselves as entrepreneurs.”

**ALIASGAR POONAWALLA :** Founder, Curaty Pvt. Ltd.

“EDGE Program has been an insightful experience and has acted like a refinement platform that has helped us improve ourselves on the feedback received from the many experts we met here and also the insights shared but the EDGE team.”



## WHO CAN APPLY?

- Early stage entrepreneurs with a business idea (Individuals or founders of an incorporated startup)
- Corporate professionals looking to re-invigorate their Career with entrepreneurial thinking
- Innovators building a business around technology Enabled products, technology platforms



### Note:

- The program requires a time commitment of around 8 hours per week for 12 weeks including sessions, review meetings, post-session exercises
- Candidates will be evaluated based on criteria set by Deshpande Startups

## EDGE MODULES & FEES

- Problem Definition
- Goal Setting
- Secondary Market Research
- Market Segmentation
- Customer Analysis
- Customer Discovery
- Customer Interviews
- Customer Needs Mapping
- Product-Solution Design
- Value Proposition Design
- Business Model Canvas
- Business Plan Development
- Pitching Skills
- Co-founding Strategy
- Legal & Financial
- Funding Resources

Progress will be assessed through weekly reviews, mock pitches & 1-1 meetings

**Program Fees – Rs. 20,000 for Individual / Startup Team**

Once candidate is informed of selection, fees can be paid to confirm attendance for the Program

## SPEAKERS & MENTORS

The program has over 10 Experts from diverse industry backgrounds. Profiles of a few are listed below



**VIVEK PUNEKAR**

[linkedin.com/in/vivekpuneekar/](https://www.linkedin.com/in/vivekpuneekar/)



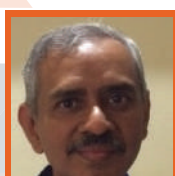
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**GOPALAKRISHNAN B**

[linkedin.com/in/bgk/](https://www.linkedin.com/in/bgk/)

## TIMELINES

Call for Application Opens  
**11th May 2022**

Call for Application Closes  
**30th May 2022**

Candidate Selection  
**25th May - 5th June 2022**

On-Boarding by  
**5th June - 10th June 2022**

EDGE Program Orientation  
**13th June 2022**

EDGE Program Begins  
**15th June 2022**

## APPLICATION & CONTACT DETAILS

To apply please visit: [www.deshpandestartups.org/edge](http://www.deshpandestartups.org/edge)

You will receive confirmation of form submission on your registered email id

The edge team will reach out to you if more information is required

### CONTACT INFORMATION:

For More Information Regarding The Edge Program Or Application Related Queries,  
Please Reach Out To Us At:



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WEBISTE

[www.deshpandestartups.org/edge](http://www.deshpandestartups.org/edge)



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