



Powered by the U.S. Embassy
and ACIR Foundation



5 Years of
Building Success
Together

WELCOME

Cohort 18 Startups



An Innovation and Entrepreneurship Hub
Powered by the U.S. Embassy and ACIR

Introduction

WHO WE ARE!

Nexus is an innovation hub and a business incubator housed at the American Center, New Delhi. We bring the best practices in innovation, technology, and entrepreneurship to Indian startups. We have partnered with some of the biggest names in the Indian ecosystem such as IAN, TiE, FICCI, DST, AMCHAM India, USAID, and PHD Chambers to help create a world-class network for Indian startups and entrepreneurs.

WHY NEXUS?

With our global reach, Nexus is uniquely positioned to impart the best entrepreneurial practices from India and around the world. We bring together a pool of international and national experts, mentors, government agencies, venture capitalists, angel investors, and other stakeholders to provide Indian startups unparalleled access to the tools, talent, and funding needed for success.

WE ARE ON A MISSION

Nexus' mission is to foster a strong Indian startup ecosystem by providing a platform where different stakeholders can engage with startups to help them succeed. Through our 9 weeks pre-incubation program, Nexus prepares startups to successfully enter the market and scale up their business.

OUR IMPACT

Since our launch in May of 2017, our graduates have raised numerous grants and funds, added high impact customers to their client lists, won Indian and international competitions, and partnered with domestic and international companies.

THE ENTREPRENEURS SPEAK

"Due to Nexus we were able to raise more than \$250K."

"Because of Nexus we added Mahindra Defence and Reckitt Benckiser as our esteemed clients."

"What sets Nexus apart is that they deliver. They provided connects with relevant stakeholders which accelerated our growth."

"We recommend the Nexus incubation program for every entrepreneur looking to kick start their journey."





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Nexus Innovation Hub and Incubator

According to the NITI Aayog report on Entrepreneurship in India, the lack of effective business incubators is among the three identified shortcomings that need to be addressed in order to evolve a dynamic ecosystem for innovation and entrepreneurship in India. An essential part of Prime Minister Modi's Start-up India initiative is establishing business incubators, and yet quality in-country models are hard to find.

Nexus is an innovation hub and startup incubator created by the U.S. Embassy and the American nonprofit ACIR. Located at the American Center in downtown New Delhi, Nexus serves as a central hub for entrepreneurs, innovators, mentors, government agencies, industry players, and funding organizations to promote Indian startups, to showcase best practices of American and Indian entrepreneurship, and to support the entrepreneurial ecosystem.

The Nexus project supports innovators through training and mentorship programs, links them to potential American and Indian investors and features the incubator as a living model for best practices in incubation.

The Nexus Incubator offers selected startups unparalleled access to networks of industry and government partners, training from the top

commercialization experts around the world, and an extensive mentor network as well as access to fund managers specializing in supporting startups. This highly competitive program offers a few select startups with sustainable business ideas critical support for their startup journey.

Nexus' resident staff and its network of American and Indian experts provide hands-on mentoring and training on practical skills including company formation, marketing, IPR, accounting, pitching, and work with funders (granting agencies, VCs and Angels).

The unparalleled extended network of the American Center and ACIR is an asset that few other incubators can match and Nexus' holistic approach, from inception to the marketplace, combined with world-class international experts, ensures that Nexus will continue to provide a unique value to its startups and to the Delhi ecosystem as a whole.

To date, Nexus has graduated 206 startups from its incubation program. These startups have gone on to raise over \$65 million in outside funding and created 9600 jobs and have closed over 104 deals with many prominent Indian and U.S. companies.

For more information visit
<http://www.startupnexus.in>





Program Schedule

- Week 1** **Startup Launch Program. Sept. 18 - 22**
An online program by international experts introducing commercialization for startups
- Week 2** **The Basics. Sept. 25 - 29**
Introduction: Why Nexus, why U.S. Govt., why Austin. Logistics and expectations.
Technology descriptions, conveying value proposition, features vs. benefits.
Workshop: Startup India: program benefits
Workshop: Starter CFO: startup compliance and regulations questions.
- Week 3** **Market Fit and Customer Feedback. Oct. 02 - 06**
Cam Houser "Evidence-Based Entrepreneurship"
- Week 4** **Intellectual Property. Oct. 09 - 13**
Basics of knowing and protecting IP: patents, trademarks, copyright, PCTs.
Workshop: Aumirah: Intellectual Property
- Week 5** **Marketing and Research. Oct. 16 - 20**
Marketing: Target markets, Customers vs. End Users, STP, 4 Ps. Branding.
Market Research: Primary and secondary research; sources and tools; interviews.
Workshop: Go to Market strategies, Vikas Gupta of 9dot9
- Week 6** **Road. Oct. 23 - 27**
GOTB (Get Out of the Building) market validation
Roadmapping: Technical/financial milestones, TRLs.
- Week 7** **Finances for Start-ups. Oct. 30 - Nov. 03**
GOTB: Market validation" and competition
Intro. to Financials: P+L statements, balance sheets, discounted cash-flow, income statements, break-even points, profit margins.
Workshop: Financial Management by Ankur, BIMTECH
1-on-1 mentoring on financials
- Week 8** **Funding. Nov. 06 - 10**
Funding: Angels vs Venture Capital Funds, Private Equity, equity divisions, valuations.
Talking to investors with your pitch deck, VC vs Angels. Exercise on term sheets (preference, participation).
Workshop: What do investors look for? (Angel Network).
Workshop: Funding from a VC perspective (YourNest)
- Week 9** **Pitching and Graduation. Nov. 13 - 17**
Pitching: 4 Case studies, Dos and Don'ts, timing, formats, audiences
Public Speaking: Types of pitches, language, body language, formats.
Companies pitching practice.
Graduation!

*This is a tentative schedule subject to change



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Benefits

As part of the Nexus Family, the startups will receive the following package worth thousands of dollars:

- **Google Cloud credits** up to \$20,000 which can be used for all services on Google Cloud Products and Firebase.
- **Amazon Web Services** credits worth \$2000, including 1 year of AWS Business Support (\$5000) and credits for AWS Self-Paced Labs.
- Up to \$50,000 in **Segment credits** and \$100,000+ in partner deal value to build your analytics and growth stack.
- From **HubSpot**, free CRM + 90% off marketing, sales, and customer service software in the first year and 50% off in the next year.
- A free year of **TiE-Delhi NCR** membership.
- Free membership of the **American Center** library.
- **Miro** credits worth \$1,000 for each startup.
- **PayU** payment gateway charges for GMV up to INR 3 Lakhs or 6 months, whichever is earlier, will be waived for all Nexus startups.
- Nexus startups will receive \$4000 of credits for all **Freshworks'** suite of products.
- Nexus startups can avail **Zoho Wallet** Credits of up to INR 1.86 lakhs, valid for a period of 360 days.
- 30% discount on the Premium plan of **Slidebean** to all Nexus startups.
- Free **Microsoft for Startups** credit of up to \$150,000 (spread over 4 years) to Nexus startups.
- Gain access to 10 Licenses per company for MATLAB, Simulink and 90+ additional toolboxes from **MathWorks**.
- Build your startup on the world's most advanced DevSecOps platform. Get up to 20 seats of **GitHub** Enterprise free for one year and 50% off in year two.





Our Team



Erik Azulay
Executive
Director

Erik Azulay is a technology commercialization expert and serial entrepreneur specializing in small business startups and international market strategies. He has led and managed commercialization and incubation projects in 12 countries around the world, worked as a technology analyst for numerous organizations and as a commercial reviewer on Small Business Innovation Research (SBIR) panels for the National Science Foundation. He also launched and sold two transportation and logistics companies based in the United States and Russia.

Mr. Azulay was the director for the World Bank Innovation Program in Kazakhstan, where for two years he oversaw the creation and running of the National Technology Commercialization Center. Under his leadership the Center created a multi-million dollar small business commercialization grant program and incubated Kazakh start-ups. He now serves as the Chairman on the International Science and Commercialization Board, which oversees the \$110 million second phase of the Program.

He serves on the boards of IVeH, a nonprofit organization focusing on international telemedicine and the Alliance for Commercialization and Innovation Research. Erik received his BA in International Relations from the University of Pennsylvania and an MS in Technology Commercialization from The University of Texas at Austin. Erik speaks Russian and Spanish.

In his spare time Erik likes scuba diving and running triathlons. He finished the Ironman triathlon in Lake Placid, NY and is still tired...



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M N Saquib Khan
Operations
Director

Saquib is an experienced professional with a specialization in innovation, technology development, and public advocacy. He has worked with the Ministry of Defence (MoD) and NITI Aayog, Govt. of India, to promote innovation and entrepreneurship across India in multiple domains. Saquib has assisted startups and incubators in developing business strategies and supporting them from the ground up through various initiatives.

During his tenure, Saquib was part of a MoD delegation to the UK to explore collaboration areas between the two government innovation agencies. He also formulated a budgetary scheme of \$64M to support defense startups and MSMEs in India. Saquib was the founder of Adavor Labs, a health-tech startup that utilized IoT and machine learning to monitor indoor air quality. He also has experience running an e-commerce business.

Saquib has been recognized for his contributions towards achieving the Prime Minister's Award for excellence in Public Administration '21 and enjoys helping startups with technology development and refining their pitch decks.



Preksha Kapoor
Assistant
Manager

Preksha is a graduate in commerce from Delhi University. She has worked in the field of auditing and assurance with one of the biggest global consultancy firms for three years. She has experience of working in a fast paced and challenging environment. During her tenure with the firm, she has gained professional experience in variety of statutory audit assignments over a large selection of industries. She is proficient in Microsoft Excel.

Preksha is a keen learner and likes to explore new things. She has an eye for designing and was also the creative head for her college's commerce department. She is a self-taught, passionate baker.



Holidays

Date	Day	Holiday	Type
October 02	Monday	Mahatma Gandhi's Birthday	Indian
October 09	Monday	Columbus Day	American
October 24	Tuesday	Dussehra	Indian
November 10	Friday	Veteran's Day	American

Nexus Incubator @ American Center

Location: 24 Kasturba Gandhi Marg, 1st Floor,
Near Barakhamba Metro Station, New Delhi-110001

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Entry guidelines:

- Please carry valid photo identification in original with you to enter.
- DO NOT BRING power banks, flash drives, etc. into the building; these CANNOT be stored at the security station.
- Please allow extra time for security measures if attending an American Center event.
- Mobile phones are allowed within the American Center, but photography of sensitive areas is prohibited.
- American Center does not provide parking on its premises.
- All visitors may be featured in photos or videos to be used for promotional purposes or on social media by the American Center or the U.S. Embassy.