

## LEAD-TO-WIN INDIA – AN OPPORTUNITY FOR INDIAN INCUBATORS TO GO GLOBAL

As a benefit of AICTE's MoU with Carleton University, incubators at AICTE-approved colleges and institutes now have an opportunity to register for Lead-to-Win India – a virtual platform for incubators to connect globally.

### WHY SHOULD INDIAN INCUBATORS JOIN LEAD-TO-WIN INDIA?

1. **Creates new sources of revenues**

Incubators can offer their value-added services to the whole network connected through the virtual platform. Examples of value-added services include: physical space for startups, mentoring services, skills programs and certification programs.

2. **Instantly join a global ecosystem of incubators**

Lead-to-Win India can connect Indian incubators to incubators in several other countries including Canada, Israel, Ireland, UK, Poland, Australia, The Netherlands, and Costa Rica.

3. **Provide global connect opportunities to incubatee companies**

The Lead-to-Win India platform allows incubatee companies of members' incubators to access value-added services from all members of the network. For example:

- Startups, with a click of a button, can schedule mentoring time with legal, financial, sales, intellectual property, business, and funding experts. Typically, each member of the network provides 10 hrs/week of complimentary expert time as part of the ecosystem. However, additional time can be booked by agreement.
- Startups can identify fellow incubatees from other incubators who are developing complementary products/services and work with them to co-develop. The Lead-to-Win ecosystem provides a wide variety of collaboration tools including video sharing, writing canvas, document sharing, etc.

4. **Offer entrepreneurs and founders access to globally-recognized certification programs**

The Lead-to-Win India ecosystem offers a wide variety of certification programs from leading institutions around the world. All programs are relevant for founders. Certification programs will include topics such as: scaling up a business, IPR for new startups, cybersecurity for startups, financial management for startups, customer acquisition for startups, and many more.

5. **Connect incubatee companies to potential funding sources**

The Lead-to-Win India also hosts a section of new and existing funding sources in different countries. Startups from member incubators will be able to work with experts from the ecosystem to identify and determine the most suitable funding

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sources for their companies and approach the funders. The virtual platform also provides access to venture capitalists and angle investors to all incubatee startups across the ecosystem.

#### **6. Cybersecurity solutions**

Incubatee startups from member incubators will be able to access the GCR security operations centre which exclusively provides cybersecurity solutions to startups. Complimentary services such as general threat analysis shall be offered to the incubatee of member incubators; optional services shall include protection of key digital assets, vulnerability testing, training of founders, and advisory sessions with leading experts.

#### **MEMBERSHIP PLAN**

Carleton University is providing discounted membership fees to incubators at AICTE-approved colleges and institutes for the first of membership.

The annual cost of the platform in Canada is C\$4,000 (Rs. 2 Lacs), however AICTE Approved institutions with Startup Cell and Incubators pay a reduced fee of C\$ 1,900 (Rs. 95,000) per year until the expiry of Carleton University MOU with AICTE (Year 2020).

Lead-to-Win doesn't charge any fees on revenues that members generate through the virtual platform by providing value-added services.

#### **CONTACT**

Further information can be obtained from [www.ltw-india.com](http://www.ltw-india.com).

For any queries, please feel free to contact:

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