



Synapse Healthcare Incubation Centre Service Offering

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Indian Startup Landscape

 3^{rd} highest number of startups in India total ventures ~ 5000 entities

\$5 Billion investment by all the Private Funds and is Growing by 125% from last year

Healthcare, Education and Clean-tech are the major focus area

75%, of the startups are promoted by entrepreneurs less then 35 years of age



Why We Need Startup Incubator

80% of startups close within a year of operations

70% of startups remain one man show

50% of startups are not able to create a market ready product. It remains on drawing board.

65% of entrepreneurs earn less than the salary they last took.



Key Reasons for Failure

- No Market Need 47%
- Product Mis-Timed 13%
- Need or Lack of Business Model 17%
- Not Using Network / Advisors 8%

Overconfident (85%)



- Running Out of Cash
 29%
- Pricing / Cost Issues 18%
- No Financing/ Investor Interest 8%

Shortsightedness (55%)



- Getting Outcompeted 19%
- Poor Marketing 14%
- Ignoring Customer 14%

Hubris (47%)



- Not the Right Team 23%
- Disharmony in Team/ Investor 13%

No Team work (36%)



- Poor Product 17%
- Bad Location 9%
- Legal Challenges 8%

- Loss of Focus 13%
- Lack of Passion 9%
- Burning Out 8%

- Pivot gone bad 10%
- Failure to Pivot 7%

Sloppiness (34%)



Imbalance (30%)



Inflexibility (17%)



Source: http://www.inc.com



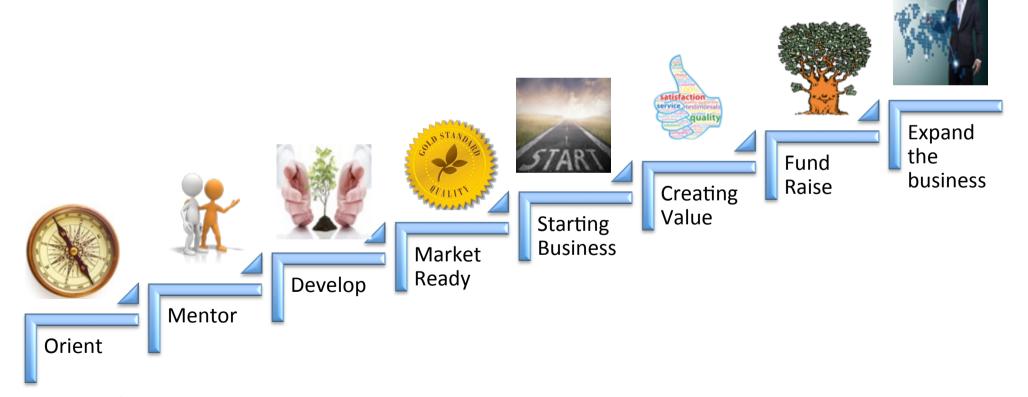
What Do We Do To Over Come These Challenges....



From Idea...



To Empire....





Why Synapse Healthcare



Team of healthcare experts

Capability to take startups from Idea to Empire





Single window solution for major issues in running business

Startups can leverage our industry network





Very flexible working model

We Answer Startup Dilemma...

Should I do it alone or look for a co-founder?

What technology support I should look for?

What would be the right time to launch the company?

Will it be financially viable?

Is there a need for my Product / Service?

Is my product / service offering right?

What are the ways to finance my business?

How do I value my startup? How much share I should dilute for investment?

Shall I look for VC, PE or Debt?

How much equity shall I dilute initially?

Where shall I deploy my money, in developing the product or employing people?

What should be the right compensation mode for employee?



What would be the right time to expand the business?



Our Approach to Startup Incubation





Our Services: From Idea to Empire

Key Events in Life Cycle of Startup

Initial Idea Stage

Co Founder stage

Early Team Stage

Valuation of the Company

Large Office









Small Office





Multi Office

Services offered by Synapse

- Proof of concept
- Ideate to rehash the business idea, to make more appropriate to the
- Market research and dip stick studies to validate the plan
- hypothesis and draft
- Company formation
- Logo, website and other related actionable

- Strategic insight to
- Development of detailed business plan
- Development of revenue model
- Detailed financial plan
- Identification of partners / co founders
- Roll out plan
- Early start of business
- Marketing & Branding

- Identification of Angel Investor or other means to finance the
- Identification of early
- Business operation
- Marketing and sales
- Technology support in development of app

- Identification of staff and other key team
- Continue business operation support
- Ongoing Marketing and sales support
- maintenance support
- Identification of office
- Operationalizing the

- Identification of need for external funding
- Identification of VC, PE, Debt and other sources for financing the business
- Ongoing support on & Sales and
- Legal Advisory
- Team building and related solutions

- Developing exit strategy for investor
- IPO planning
- Business diversification plans
- P&L Management Advisory
- Mergers & Acquisition



Our Strategy Services

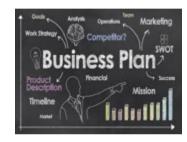
Our strategy services for startups are designed to support the critical decision making process through out the life cycle of the company. We assist right from correct idea formation, alignment to market and creating an ecosystem for sustaining the business growth.



Market Assessment



Customer Survey & Feedback



Business Plan & Strategy



Market Intelligence



Functional Strategy



Impact Assessment



Sustainability
Strategy



Financial Models



Expansion Strategy



Transformation Strategy



Our Implementation Services

Our implementation services are designed to execute from idea to action. Our team is specialized in key segments, which are important to create a value in the business. The bouquet of implementation service assists startups to kick start their business, without reinventing the wheel



Business Operation Support



Website
Development and
Maintenance



Digital Marketing



App Development & Maintenance



Sales & Marketing Support



Audit, Tax and Legal Support



Branding and Design Creatives



Executive
Search & CXO
Mentoring



Our Capital Advisory Services

Our capital advisory services enable startup to identify correct business financing methods, which are appropriate for them. We assist our clients in raising finances at the right time, right method and at best option available in the market



Merger & Acquisition



Capital Program
Advisory



Fund Raising (Angel, VC, PE)



Commercial & Financial Due Diligence



Valuation Services

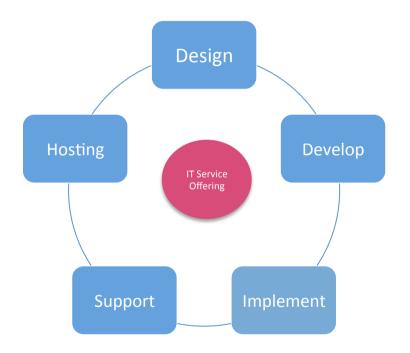


Debt Syndication, ECB & Restructuring



Our Technology Services

Our technology services provide end to end support to startups by choosing right technology, developing functional apps and proving full maintenance support





Technology Advisory



Hosting & Management Services



App Development, Customization and Maintenance



Website design, maintenance and support





There are 100 ways to fail, but there is only one way to succeed.

Lets navigate together!



For any further details please contact

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