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Indian Startup Landscape



What do We do



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Indian Startup Landscape

3rd 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 than 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%)



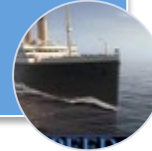
- Running Out of Cash 29%
- Pricing / Cost Issues 18%
- No Financing/ Investor Interest 8%

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%

Sloppiness (34%)



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

Imbalance (30%)



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

Inflexibility (17%)



Source: <http://www.inc.com>

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



From Idea..

To Empire....



Why Synapse Healthcare



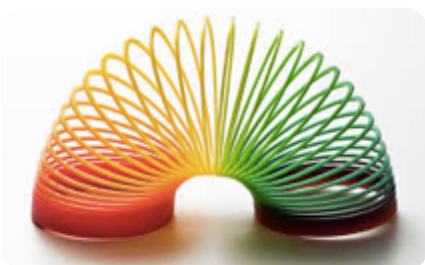
Team of healthcare experts

Capability to take startups from Idea to Empire



Single window solution for major issues in running business

Startups can leverage our industry network

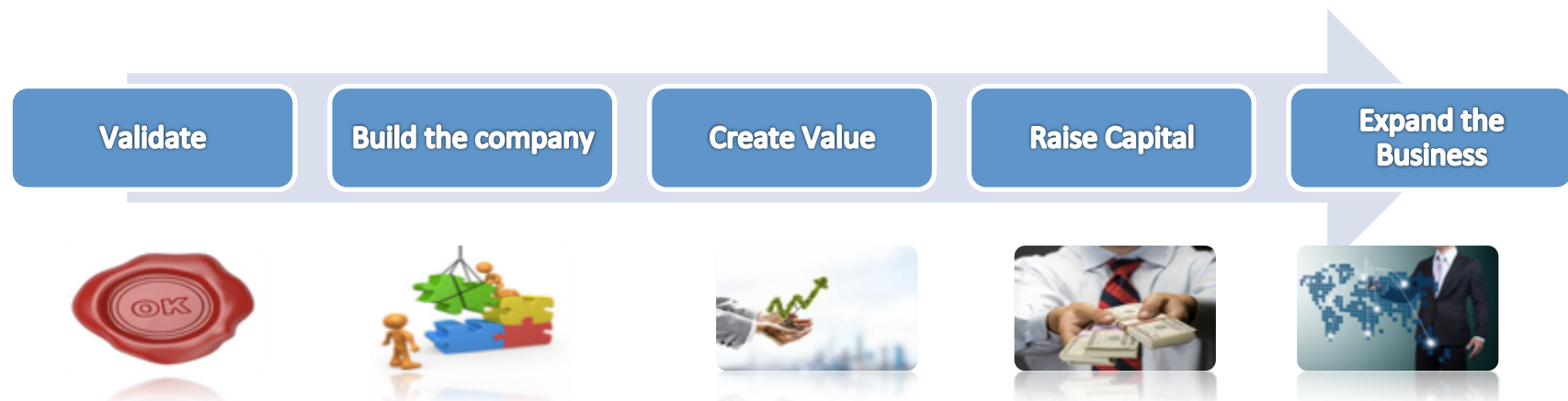


Very flexible working model

We Answer Startup Dilemma...



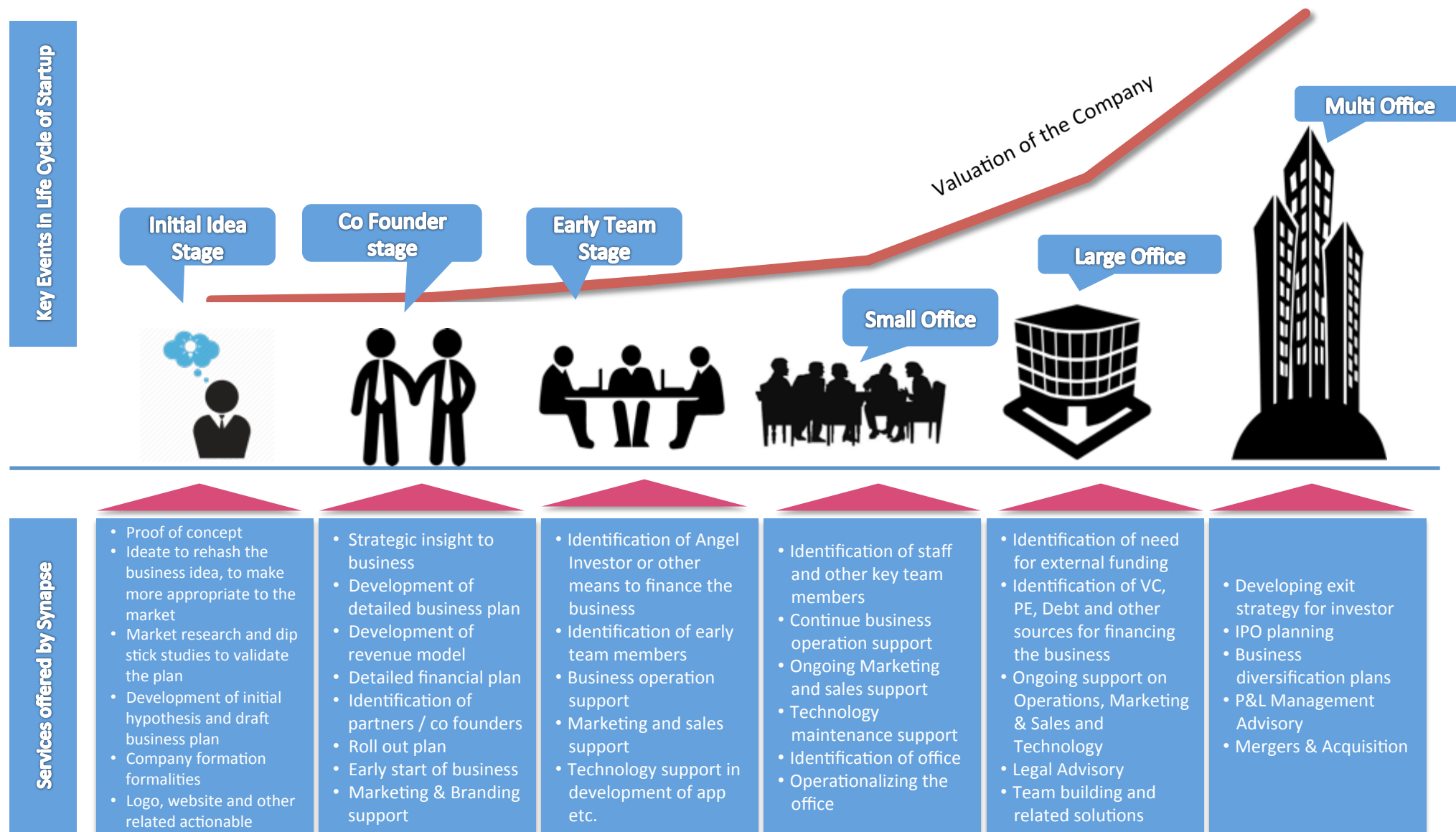
Our Approach to Startup Incubation



Illustrative Services



Our Services: From Idea to Empire



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



Digital Marketing



Sales & Marketing Support



Branding and Design Creatives



Website Development and Maintenance



App Development & Maintenance



Audit, Tax and Legal Support



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



**Fund Raising
(Angel, VC, PE)**



**Valuation
Services**



**Capital Program
Advisory**



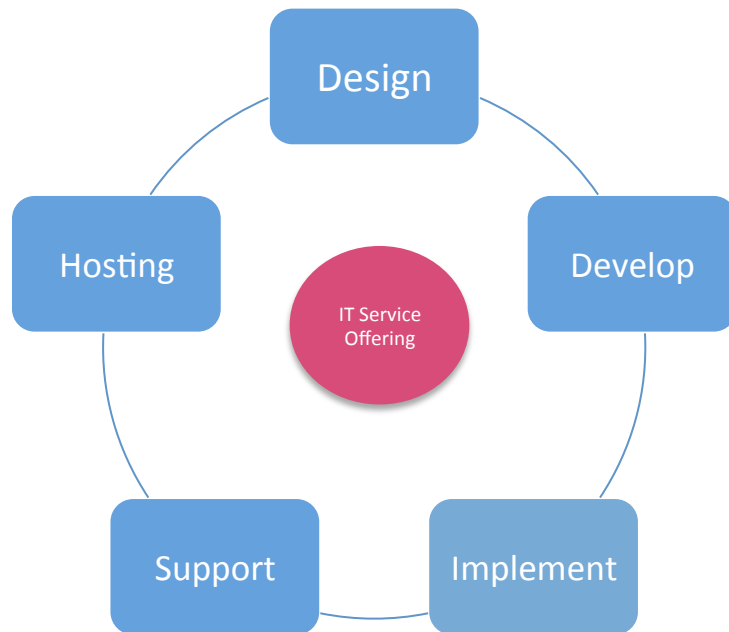
**Commercial & Financial
Due Diligence**



**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**



**App Development, Customization
and Maintenance**



**Hosting & Management
Services**



**Website design, maintenance and
support**



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

Lets navigate
together!

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