



EU·India
INNOCENTER

**INTERNATIONALISATION
CRASH COURSE**



Let's make this interactive!



Rodrigo Olmedo



- Brazilian entrepreneur
- Marketing coordinator at EU-India Innocenter
- Facilitator of EU projects
- Mentor for startup programs around the world
- +400 companies from 40 countries

WHAT ARE THE EXPECTATIONS FROM TODAY'S SESSION?

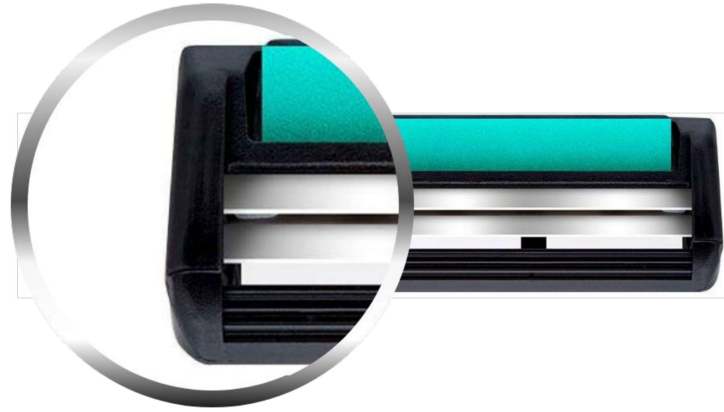


The process of **internationalisation**

Why should I consider **India**?

How can the **Innocenter** help?





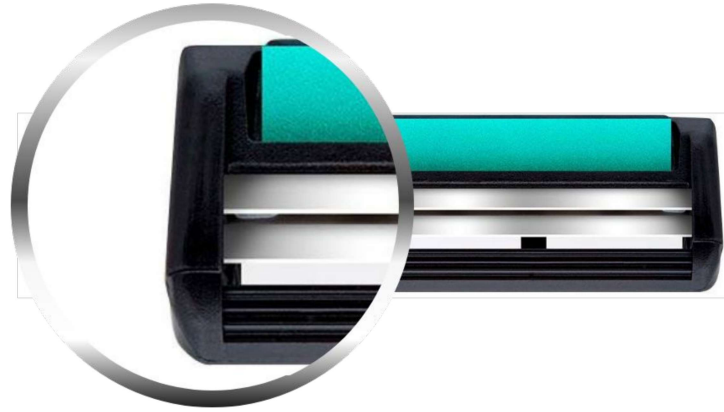


FAILURE OR SUCCESS?



FAILURE







FAILURE



SUCCESS







The visits kicked **off** the 18 months it took to develop Gillette Guard, a low-cost **razor** designed for **India** and other emerging markets. Introduced **three** years ago, the Guard quickly gained market share and today represents **two out of every three razors sold in India.** 06-Oct-2013

Company: Procter & Gamble

<https://www.ndtv.com> › Business › Corporates

[How Indian men pushed Gillette to do things differently](#)



Internationalisation



Selling abroad

(exporting)



Selling abroad = Exporting

X

Internationalisation = the process of making something international



Learning Process



- Which countries face the same problem I solve?
- How other markets solve this problem?
- Identify better growth opportunities
(Market needs / Market size)
- Adapt your offer to become more competitive
- Find new strategies to ensure scalability



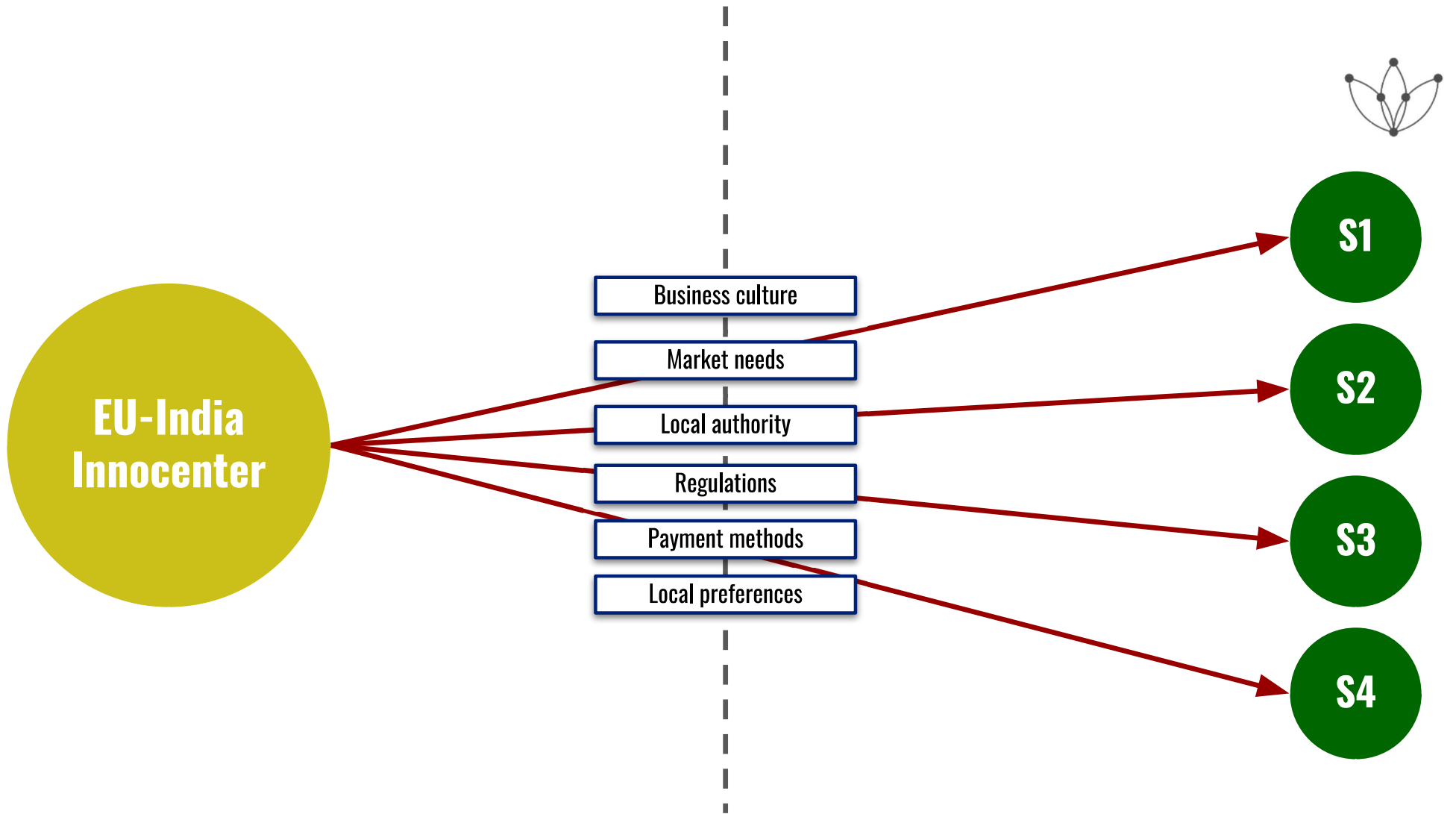
FORMULAS FOR **SUCCESS:**

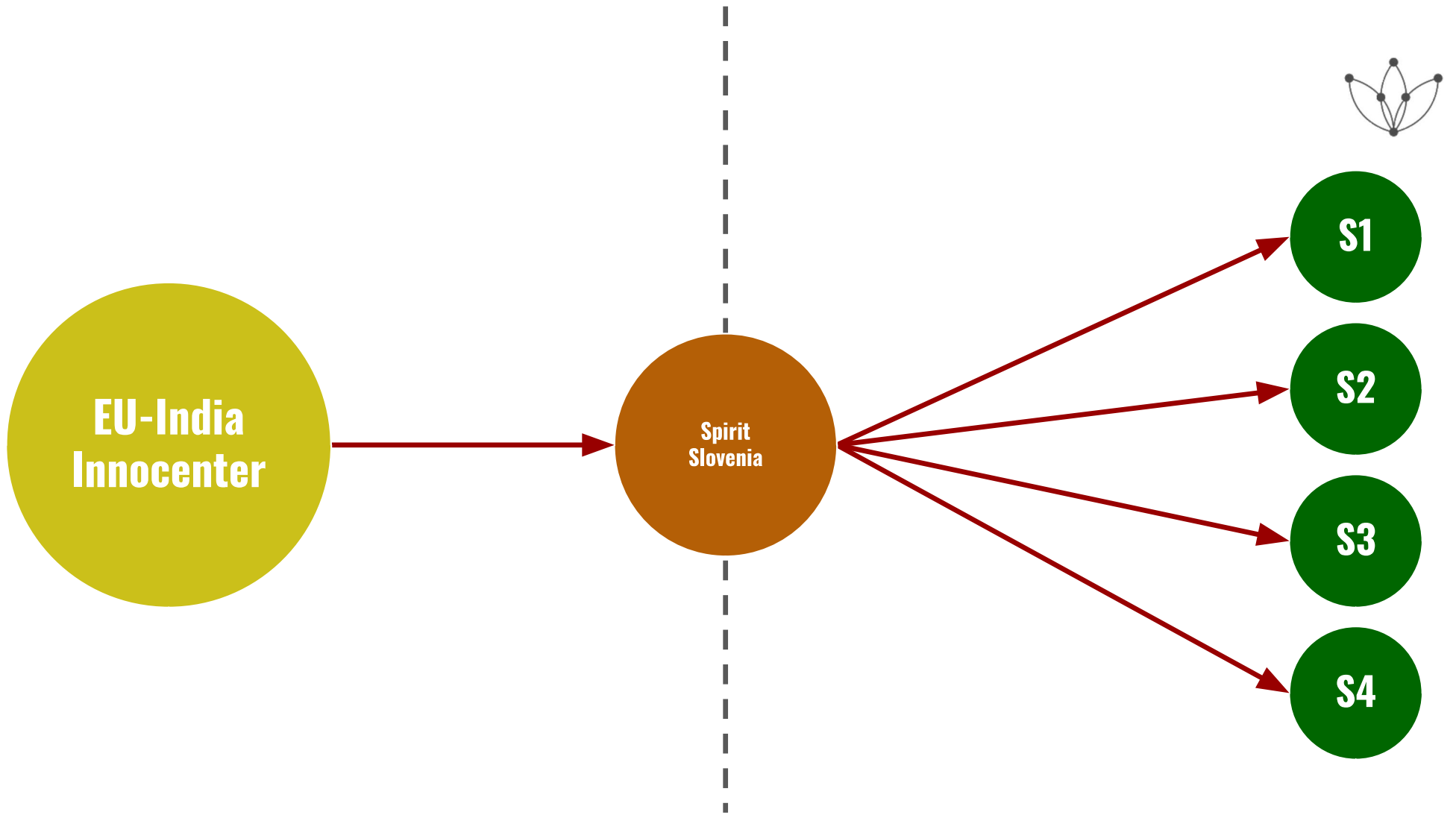
- 1.** DO NOT jump into a new country without validating it first
- 2.** Define your specific market opportunity and create local entry strategies
- 3.** Explore partnerships and other sources of local knowledge



SPOILER ALERT









**Let me now tell you why you should
consider India as your next international market**

WHEN YOU THINK OF INDIA, WHAT DO YOU IMAGINE?



WHEN YOU THINK OF INDIA, WHAT DO YOU IMAGINE?



WHEN YOU THINK OF INDIA, WHAT DO YOU IMAGINE?



WHEN YOU THINK OF INDIA, WHAT DO YOU IMAGINE?



WHEN YOU THINK OF INDIA, WHAT DO YOU IMAGINE?



WHY INDIA?



**FASTEST GROWING
ECONOMY IN THE
WORLD**

**2nd LARGEST
INTERNET
CONSUMER MARKET
IN THE WORLD**

**GROWING
MIDDLE CLASS**

**#3rd LARGEST
STARTUP
ECOSYSTEM IN THE
WORLD**



**9.5% Projected growth rate
In 2022 (IMF)**

883M Internet users

> 350M People

100+ Unicorns



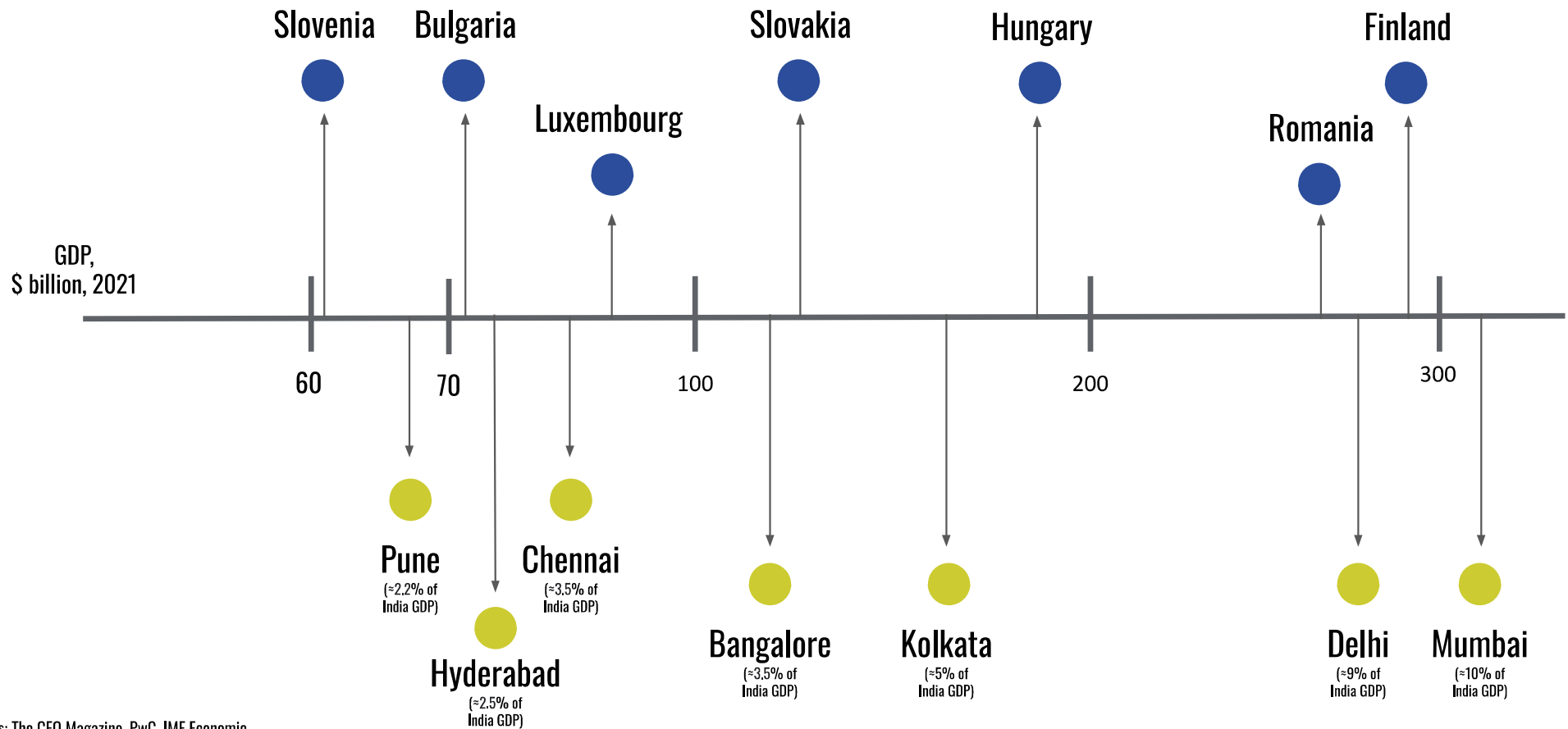
Recession Probability Forecasts for APAC region



ZERO PROBABILITY OF RECESSION:

IDEAL TIME FOR EUROPEAN STARTUPS TO ENTER INDIA

IN 2021 THE ECONOMIES OF INDIA'S TOP 7 CITIES ARE COMPARABLE TO THOSE OF COUNTRIES IN EUROPE

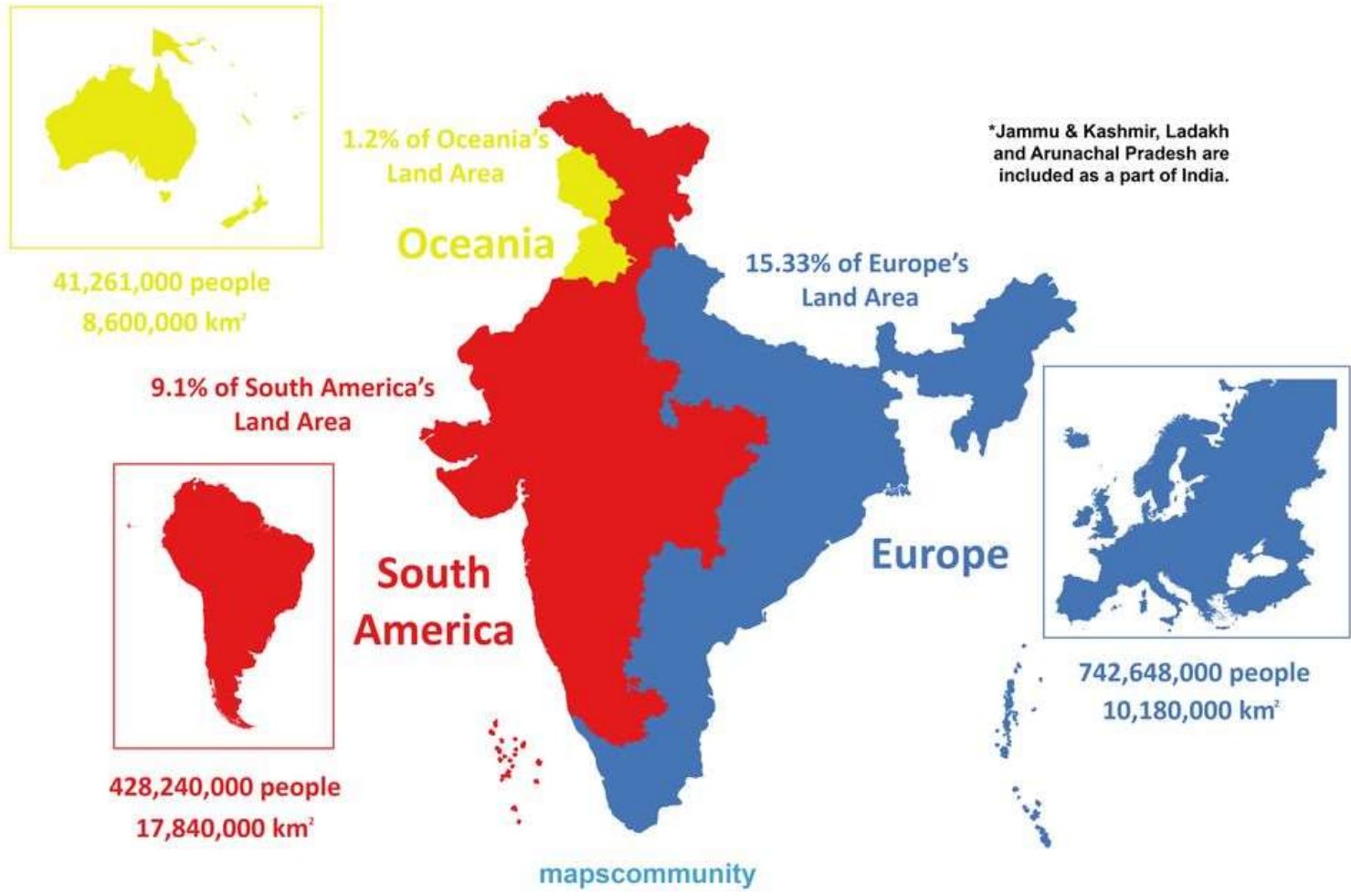


OPPORTUNITIES IN INDIA



- 1.39 Billion people

The Population of India is greater than the population of Europe, South America and Oceania combined



IMPACT OPPORTUNITIES IN INDIA



- 1.39 Billion people
- **+800 million** are online
 - 2nd largest internet consumer market in the world
 - Ecommerce: **Increase of 26%** compared to **15% worldwide**

IMPACT OPPORTUNITIES IN INDIA



- 1.39 Billion people
- **+800 million** are online
- **+65%** of total population **live in rural areas**
 - ~40% of population working in the agriculture sector -> Huge possibilities
 - 75% of health facilities are in big cities -> Huge problem with access to basic health
 - **~65% of Indian medical expenses are paid out-of-pocket**, which is considered to be the highest in the world. A report from Brookings India based on NSSO surveys claims that **~7% of India's population** is pushed into poverty every year due to healthcare expenses.

IMPACT OPPORTUNITIES IN INDIA



- 1.39 Billion people
- **+800 million** are online
- **+65%** of total population **live in rural areas**
- **+600 million** face water shortages

IMPACT OPPORTUNITIES IN INDIA



- 1.39 Billion people
- **+800 million** are online
- **+65%** of total population **live in rural areas**
- **+600 million** face water shortages
- **35 out of the 50 most polluted cities** in the world
 - Huge space for companies working with CO2 decrease
 - Electric vehicle is an extremely hot topic



So you want to **scale to India** and access the world's
2nd **fastest growing** startup ecosystem?

But you don't want to **part with equity** or **hire an
Indian team** to get you there?



Plan and structure your internationalisation strategy

Because if you don't...



We designed our Innocenter program to do exactly this



Learn about internationalisation



INTERNATIONALISATION CRASH COURSES

1h30 masterclasses that will help you learn what to consider for a successful international expansion & understand the potential of the Indian market.

Build your international strategy



PREP. TRAINING

A 4 sessions workshop to help you build your internationalisation plan with a specific focus in the Indian market.

Next programme:

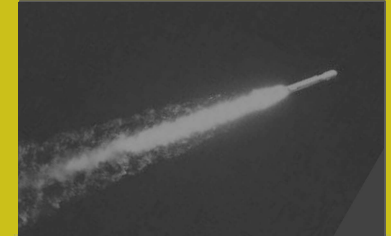
Explore the Indian market and validate your model



EXPLORATION PROGRAMMES

8 weeks exploration programmes to dive into the Indian market, validate your product with potential customers & partners, and localize your offering to meet local needs.

Get revenue, funds & achieve your KPIs with us



ACCELERATION PROGRAM

A 3 month program to localise your startup in India. Explore new customer opportunities, partnerships and find avenues to scale your startup in the Indian market.

We designed our Innocenter program to do exactly this

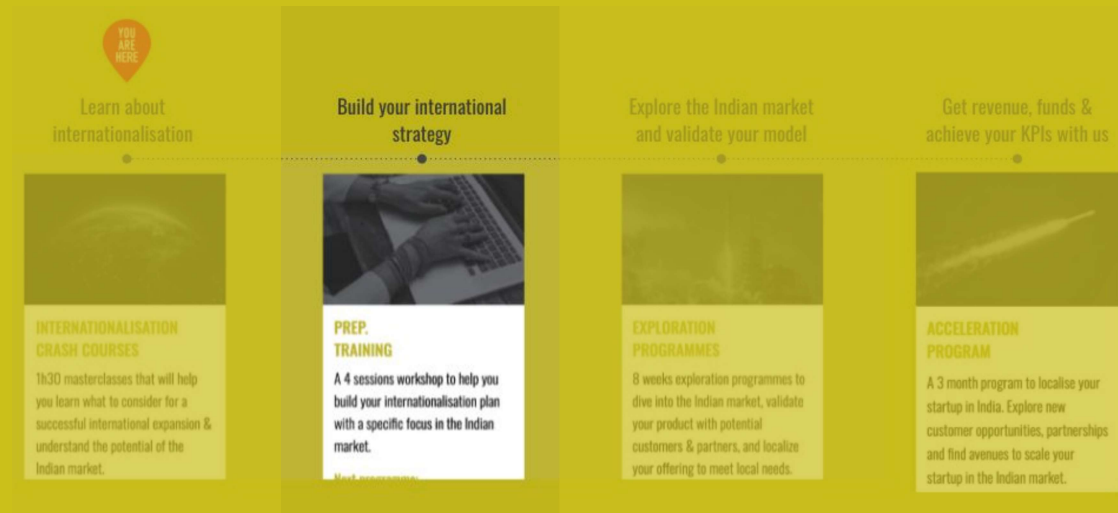
Build your international strategy



PREP. TRAINING

A 4 sessions workshop to help you build your internationalisation plan with a specific focus in the Indian market.

Next programme:



Understand my market fit and local culture to validate products

Should I invest my time in India now?

GTM PREP TRAINING



8.8/10
Average Rating

Link to apply will be
emailed to you after
the session

“The decision to enter a new market requires good information and careful analysis. This programme delivered both. It is time well spent for any entrepreneur considering the Indian market”

Freddie Med
Daniel Klusmann

“The prep training is the best place to start when tackling a new market can seem overwhelming”

CBNAgro.tech
Ioana Stefan

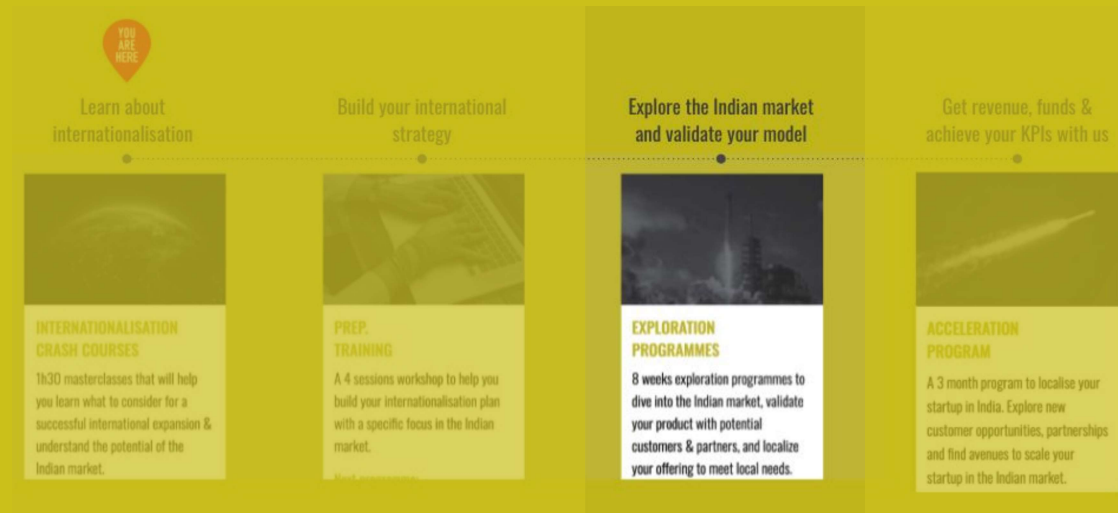
We designed our Innocenter program to do exactly this

Explore the Indian market and validate your model



EXPLORATION PROGRAMMES

8 weeks exploration programmes to dive into the Indian market, validate your product with potential customers & partners, and localize your offering to meet local needs.



✓ Validate your solution with relevant players

✓ Understand and plan your localization strategy

A GLIMPSE INTO OUR MARKET VALIDATION NETWORK



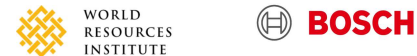
Indian Government



Indian Corporates



Global Corporates



Unicorns



Associations

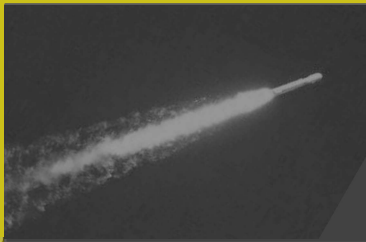


VC



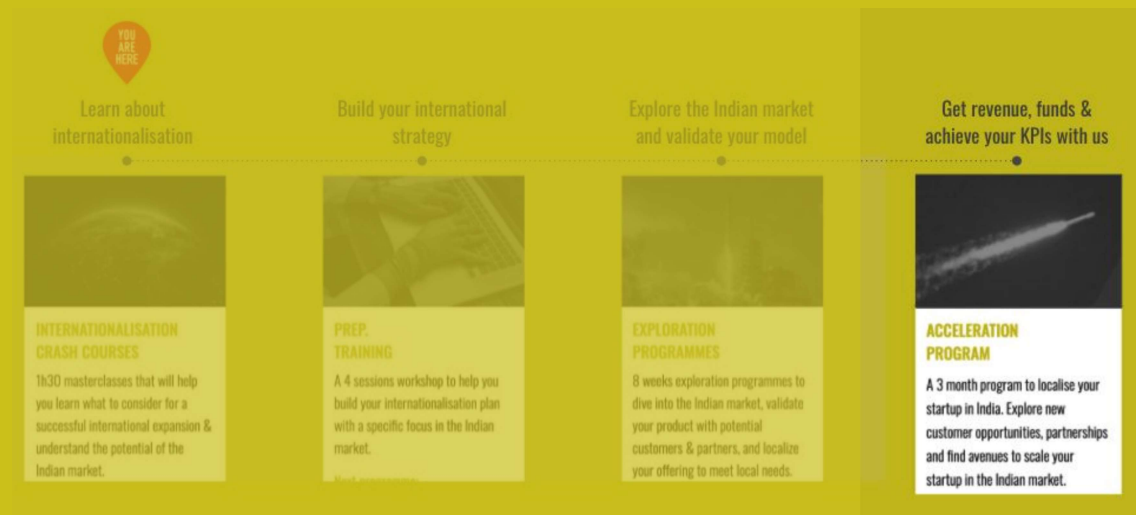
We designed our Innocenter program to do exactly this

Get revenue, funds & achieve your KPIs with us



ACCELERATION PROGRAM

A 3 month program to localise your startup in India. Explore new customer opportunities, partnerships and find avenues to scale your startup in the Indian market.



- ✓ Solve local problems with international expertise
- ✓ Build a GTM plan with local expertise

You're on your way to leveraging India's growth potential



Learn about internationalisation



INTERNATIONALISATION CRASH COURSES

1h30 masterclasses that will help you learn what to consider for a successful international expansion & understand the potential of the Indian market.

Build your international strategy



PREP. TRAINING

A 4 sessions workshop to help you build your internationalisation plan with a specific focus in the Indian market.

Next programme:

Explore the Indian market and validate your model



EXPLORATION PROGRAMMES

8 weeks exploration programmes to dive into the Indian market, validate your product with potential customers & partners, and localize your offering to meet local needs.

Get revenue, funds & achieve your KPIs with us



ACCELERATION PROGRAM

A 3 month program to localise your startup in India. Explore new customer opportunities, partnerships and find avenues to scale your startup in the Indian market.

THIS IS WHAT WE'LL HELP YOU DO



1

Grow revenues

We'll help you discover customers for your products and services in India. Our network spans **corporate, startup and government players** that have the financial capability and outlook to engage with you.

2

Reduce costs

We'll help you hire people in India to solve any major challenges you face. There's upto **60% expected savings** in your operational costs when you recruit Indian developers. This so that you can focus on chasing innovation and profits.

NEXT STEPS



**TO GET STARTED, A MEMBER OF OUR TEAM WILL
EVALUATE YOUR COMPANY AND HELP YOU
UNDERSTAND THE BEST PHASE TO START FROM.**

[START YOUR JOURNEY](#)

**JOIN US AND RECEIVE SPECIALISED SUPPORT TO ENTER THE
WORLD'S MOST PROMISING MARKET!**

By being selected into our programme you will receive free support in every step of your journey - from discovering possibilities in the Indian market to validating the country and finding new customers.

[APPLY](#)

Q&A

