



EU·India
INNOCENTER

EXPLORE & VALIDATE GREEN INDIA

Dive into the Indian market with our 8 weeks hybrid (virtual and in-country) programme, explore the Indian market, validate your product with potential customers and partners and localize your offering for market fit. This part-time programme is tailored for EU-based Startups in the sustainability sector and follows a customized needs based schedule.

INDIA'S GREEN OPPORTUNITIES:

**"INDIA PRESENTS A \$ 3 TRILLION CLIMATE
SMART INVESTMENT OPPORTUNITY BY 2030"**



- India is one of the top GHG (greenhouse gas) emitters in the world and must transition to a paradigm that de-links greenhouse gas emissions from economic growth – and do it in a more ambitious timeline than countries within the EU.
- Sustainability is a growing sector in India present on many corporate agenda's and with support from the government. Strategic subjects include hyperlocal energy production and consumption and the reduction of water consumption in industrial environments.
- Opportunities in Sustainability can be found in Mobility (Electric Vehicles & Charging), Energy Storage Systems, Agriculture, Manufacturing (Smart & Green), Decarbonization Technologies, Waste management, Sanitation & Water.
- Too many people in India still lack access to clean water, clean air and reliable energy - India's Smart City and Smart Village projects attempt to solve this challenge.
- Collaborating with Corporates in India provides global opportunities beyond local market adoption.

WE ARE LOOKING FOR SOLUTIONS FOCUSING ON:

- Electric vehicles
- Transport infrastructure
- Green buildings
- Renewable energy
- Agritech
- Urban water and air
- Waste management
- Climate tech

PROGRAMME PARTNER



Juliane Frömmter: Specialized in international business, Juliane is an accomplished Startup Ecosystem Builder and Enabler with years' experience in building support programmes around International Expansion and Client Acquisition to and from India. Juliane supported more than 40 startups with India Market Entry Support and Access to Clients to accelerate their scaling and impact their bottom line.



As a valued partner to startups, corporations, universities and public organizations, **German Entrepreneurship** shapes the future by empowering innovation. Targeted programs like German Accelerator, Scaler8, the EU-India Innocenter, Master Accelerator and Scale-up.NRW address European and international startups as they transition into the world's most thriving economies. Since 2008, the German Entrepreneurship team has guided more than 750 startups with its global network of experts – including German unicorns like Flixbus and Celonis. Over 500 innovation projects, ranging from innovation coaching to corporate accelerators, were successfully completed on behalf of DAX-listed and medium-sized enterprises. German Entrepreneurship has offices in Munich, Berlin, Düsseldorf, Singapore, Tokyo, Silicon Valley, Boston and New York, and operates with close partners located in India and South Korea.

WHAT YOU GET

- ✓ **Deep-dive:** a hands-on experience in India to learn more about its market, business culture, and India's Opportunities.
- ✓ **Connections:** Identify and meet trusted stakeholders, business mentors, and potential partners to support your market entry.
- ✓ **Validation:** Get the necessary insights to find your product/market-fit in India and understand how to localize your business model.
- ✓ **Customisation:** A customized agenda to support your company with market insights from experts, fellow founders, decision makers based on your business' priorities.

IS IT FOR YOU?

Are you an European tech startup or scale-up with a strong interest in entering India? Do you already know that India is a suitable market? Or are you already active in India but require more support?

You will be selected according to:

- ✓ Maturity of your business
- ✓ Your level of motivation to enter the Indian market
- ✓ Your compatibility with our areas of focus (open to tangential businesses too)
- ✓ Commitment and participation of the founding team

OUR NEXT PROGRAMME STARTS IN MARCH 2023

APPLY NOW ON: [EUINDIAINNOCENTER.EU](https://euindiainnocenter.eu)

Contact explore@euindiainnocenter.eu for more information

A project made with love by:

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