



Leap Global Accelerator Bootcamp

Workshop on Devising GTM & Building Sales Systems for Science-based Startups

- Organized by Leap Global Accelerator @ Venture Center -

EXPECTED OUTCOMES	<ul style="list-style-type: none"> • Theme 1: Go-To-Market Strategy for Science-based Startups <ul style="list-style-type: none"> ○ Defining the right market, customer and positioning strategy ○ Understanding how successful startups think about GTM evolution and market expansion ○ Approaching customer acquisition for complex and innovation-led products. • Theme 2: Building Structured Sales Systems <ul style="list-style-type: none"> ○ Thinking about sales as a systematic and measurable process ○ Understanding funnels, conversions, qualification and sales cycles ○ Using data and metrics to improve sales effectiveness and decision-making • Theme 3: Pricing, Partnerships & Scaling Revenue <ul style="list-style-type: none"> ○ Exploring pricing approaches and revenue models for deep-tech ventures ○ Understanding channels, partnerships and customer expansion strategies ○ Learning how startups transition from founder-led sales to scalable growth systems • Real-life startup examples and GTM journeys, Interactive discussions and practical frameworks & Founder reflections, exercises and peer learning opportunities
ORGANIZED BY	<ul style="list-style-type: none"> • Leap Global Accelerator @ Venture Center under NIDHI Accelerator • COE for Clean Energy & Green Hydrogen Innovations, Venture Center
IN PARTNERSHIP WITH	<ul style="list-style-type: none"> • TiE Pune
SUPPORTED BY	<ul style="list-style-type: none"> • Venture Center, Pune • Blockchain for Impact • Department of Science & Technology, Government of India • Maharashtra State Innovation Society, Government of Maharashtra
FOR WHOM	<ul style="list-style-type: none"> • Science-based and deep-tech startups • Founders and co-founders involved in sales, business development or customer acquisition • Startups preparing for commercialization, early revenue, market expansion or scale-up
WHEN	Thursday 18 June 2026 Time: 0900 - 1400
WHERE	Lecture Theatre, Venture Center, 900 NCL Innovation Park, Dr. Homi Bhabha Road, Pune
CONTACT	Technical queries: Soma Chattopadhyay managerincubator@venturecenter.co.in 9172232211 Registration queries: Shuchi Maitraya shuchi.maitraya@venturecenter.co.in 8956226081
REGISTRATION	<p>Registration Fee: Rs 500/participant</p> <p>Registration process:</p> <ul style="list-style-type: none"> • Step 1: Interested participants need to fill in registration form at the registration link. https://forms.gle/6hKfM1w7VnNMx9Dd6 • Step 2: Email invite with payment details will be sent to participants post screening of registration details. • Step 3: Registration process is complete once registration fees are paid. Attendance for the event only upon confirmation of payment of registration fees. <p>Limited seats!! Total number of seats: 20 startups (40 participants max)</p> <p>Organizers reserve the right to select participants to maximize learning/ discussion/networking outcomes of the workshop and manage group size for better interaction.</p> <p>Event website: www.venturecenter.co.in/programs/nidhi-accelerator-program/aboutleapglobal</p>





Introduction

The Leap Global Accelerator Bootcamps are designed to equip deep-tech startups in both healthcare and sustainability domains with the capabilities required to successfully expand into international markets.

Leap Global is a premium accelerator run by Venture Center for taking innovative Indian startups global. It was set up under DST's NIDHI Accelerator and enjoys generous support from BFI. These focused workshops under the Accelerator program aim to strengthen strategic thinking, enhance global readiness, and catalyze action through expert-led sessions and curated engagement.

About the Workshop: Many science-based startups build strong technologies but struggle with translating innovation into scalable revenue. Deep-tech founders often face long sales cycles, concept selling challenges, complex customer qualification, unclear pricing strategies and difficulty in structuring repeatable GTM systems.

This workshop is designed to help founders move beyond ad-hoc founder-led selling and build structured approaches towards customer acquisition, GTM planning and scalable sales execution.

The workshop will combine practical frameworks, founder experiences, GTM case studies and exercises to help startups think through:

What to sell

Whom to sell

Where to sell

How to create awareness, demand and conversions

How to build scalable sales systems for long-term growth

Format of the workshop sessions:

- Lectures
- Examples & case studies
- Interactive exercises
- Group discussions
- Founder experience sharing

Workshop Includes

- Lunch
- Tea and snacks
- Membership of Venture Center's mailing list that announces funding calls, events and other opportunities for innovators/entrepreneurs
- Online collection of slides

Information

- Venture Center is located in NCL Innovation Park, Dr Homi Bhabha Road, Pashan, Pune. Location pin:

<https://g.co/kgs/bgnzAbG>

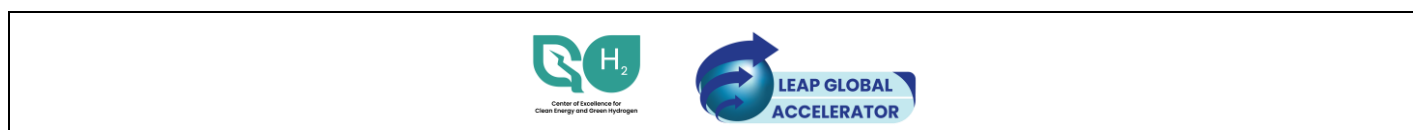
- Participants have to arrange their own travel, accommodation and transport





Program Schedule

Time	Session Title	Lead
0900 – 0915	Registration	
0915 – 0930	Introduction & overview	Soma Chattopdhyay
0930 – 1100 (90 min)	Session 1: Building GTM Strategy for Science-based Startups Learn about: <ul style="list-style-type: none"> • What is GTM strategy? • B2B vs B2C vs B2B2C models • Product-led vs Sales-led growth • TAM-SAM-SOM-TOM • Defining target customer segments • Concept selling for deep-tech startups • Differentiated value proposition • GTM evolution from early-stage to scale-up Format: Lecture + examples + discussion	Kiran Deshpande
1100 – 1130 (30 min)	Networking Tea/Coffee	Venue: 900 NIP, Foyer area
1130 – 1300 (90 min)	Session 2: Data-driven Sales, Funnels & Scaling Revenue Learn about: <ul style="list-style-type: none"> • Sales funnels and qualification stages • Lead generation and sales cycles • Customer research and qualification • Pricing strategies and premium pricing • Revenue models and payment structures • Sales targets and forecasting • Organizing sales teams and partnerships • Customer success and retention • “No Bid” decisions and opportunity qualification Format: Lecture + real-life case studies + exercises	Samir Palnitkar
1300 – 1400 (60 min)	Lunch and Group Photograph	Venue: Innovation Café, NIP





Lead Faculties & Speakers

	<p>Kiran Deshpande, Co-founder Mojo Networks Board Advisor-Saankhya Labs, Quality Kiosk Angel Investor-GigIndia, ExtraEdge, Bombay Shaving Company Former President, TiE Pune</p> <p>Kiran has 40+ years of Business Leadership & Entrepreneurial Experience in the Technology Industry. Kiran is the Co-Founder of Mojo Networks (Now an Arista Company) – Massively scalable Cloud Managed Secure Wi-Fi technology & President of TiE Pune Chapter. He has mentored over 20+ start-ups. Prior to joining Mojo Networks, he has worked with reputable companies including KPIT Cummins (CEO & Chairman for Strategy), Tech Mahindra (CEO), Software Services of IMR, Inc.- later acquired by CGI (Vice President) & Tata Consultancy Services (TCS). He is an Angel Investor & Board Member in companies like – 18th Parallel (Android based smart STB & Gaming Console), Bombay Shaving Company (Men’s grooming) & Sun Shot Technologies (Commercial rooftop based Solar Systems) and a Senior Member of IEEE. He has been Charter Member of TIE Pune chapter for many years and has been closely associated with TiE Activities, notably Nurture and Angel Investing. Kiran has completed his B.E.(Honours) in Electronics from BITS, Pilani (BSEE) and M. Tech (EE) from Indian Institute of Technology, Bombay (MSEE).</p>
	<p>Samir Palnitkar Founder, Growth Oxygen Inc. Serial Entrepreneur Business Leader Startup Growth Advisor</p> <p>Samir Palnitkar is a serial entrepreneur and business leader with over 30 years of experience across technology, SaaS, sales, marketing and operations. Over his entrepreneurial journey, he has founded five successful startups, several of which were later acquired by global technology companies including Arista Networks, AOL and Scaleworks.</p> <p>He is currently the Founder of Growth Oxygen, where he advises startup founders and CEOs on scaling businesses, go-to-market strategy, sales and growth. Previously, he was the Founder & COO of Zinrelo, a SaaS loyalty platform acquired in 2024, and co-founder of Mojo Networks, a pioneering cloud-managed secure Wi-Fi company. Samir is an IIT Kanpur alumnus and also holds an M.S. from the University of Washington and an MBA from San Jose State University.</p>





Other Speakers

	<p>Premnath Venugopalan, Founder Director, Venture Center, Head, NCL Innovations at CSIR-NCL</p> <p>Dr. Premnath is the Founder Director, Venture Center and Head, NCL Innovations at CSIR-NCL. He is a technology developer, innovation and incubation manager, startup mentor and a co-founder of 2 med-tech startups. One of his inventions -- a breakthrough material for hip and knee joint replacements — has been implanted in more than a million patients worldwide. Another technology for porous maxillo-facial implants has been implanted in thousands of patients in India and abroad. He has provided leadership for teams that have won National awards for technology development, intellectual property management and business incubation. He is trained as a chemical engineer from IIT-Bombay and a PhD from MIT in the US. He has received the IIT-Bombay Distinguished Alumnus award in 2022 and has been a Chevening Technology Enterprise Scholar in Cambridge, UK.</p>
	<p>Akash Keshav (TBD)</p>

Organizing Team & Facilitators


	<p>Soma Chattopadhyay Head, Incubation and Mentoring Venture Center</p> <p>Soma is currently the Head- Incubation & Mentoring at Venture Center. At Venture Center she is responsible for managing the overall incubation activities starting with identification of potential start-ups, providing in-depth technical & business mentoring, conceptualizing and implementing relevant incubation programs & building a conducive innovation ecosystem at the center. She is the recipient of the Chevening Gurukul Fellowship for Leadership and Excellence from DPIR, Oxford University. She has >9 years of industrial R&D experience from an MNC in the field of specialty materials post her Masters in Chemistry from Calcutta University. She is a certified internal auditor for ISO standards and certified Six-Sigma Green Belt. She was also winner of DST & ISBA award “Star Gazing award for Incubation Managers 2016”.</p>
	<p>Shuchi Maitraya Senior Associate, Incubation and Mentoring Venture Center</p> <p>With an academic background in Entrepreneurship Education and Physics, and a keen interest in Psychology, Shuchi employs a multidisciplinary approach to comprehend novel technologies. She is adept at stakeholder mapping and relishes engaging in meaningful discussions on leadership within organisations. At Venture Center, she mentors startups, assisting them in advancing their fundraising endeavours.</p>





Organized by

	<p>Leap Global is an equity-free, cohort-based, accelerator program of Venture Center supported by DST NIDHI aimed at empowering deep tech startups with the tools, networks, and expertise they need to scale globally and make an international impact. Designed for deep tech startups in the healthcare, environment and sustainability sectors, the accelerator focuses on enabling these startups to break through domestic barriers and unlock global opportunities.</p> <p>Many Indian deep-tech startups face barriers to international expansion due to limited access to global markets, regulatory insights, and strategic partnerships. Leap Global is a comprehensive, structured program that bridges this gap by providing tailored, specialized support and strategic pathways to navigate these challenges, ultimately preparing startups for global success.</p> <p>More details: https://www.venturecenter.co.in/programs/nidhi-accelerator-program/aboutleapglobal</p>
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 <p>COE for Clean Energy & Green Hydrogen Innovations</p>	<p>The Center for Clean Energy & Green Hydrogen Innovations, supported by MSInS, Government of Maharashtra is being established as a specialized open-access facility to support early-stage testing, validation, characterization, and benchmarking of emerging clean energy and green hydrogen technologies. The Center aims to accelerate commercialization-ready innovations and drive socio-economic impact across sectors such as agriculture, mobility, power, and urban sustainability. It will cater to startups, individual innovators, and institutional researchers by providing shared infrastructure, technical support, and structured incubation programs tailored to different stages of technology development.</p>
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In partnership with

	<p>TiE (The Indus Entrepreneurs) is a global not-for-profit organization founded in 1992 in Silicon Valley with a mission to foster entrepreneurship through mentoring, networking, education, funding, and incubation. With a presence across multiple countries and chapters worldwide, TiE supports entrepreneurs at all stages of their journey while promoting a culture of wealth creation and giving back to the community. TiE Pune is one of the active chapters of the global TiE network, dedicated to strengthening the regional startup ecosystem by connecting entrepreneurs with mentors, investors, industry leaders, and growth opportunities. Through its programs, events, and initiatives, TiE Pune plays a significant role in nurturing and enabling the next generation of entrepreneurs.</p> <p>https://www.tiepune.org/about-tie/</p>
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Supported by	
 <p>विज्ञान एवं प्रौद्योगिकी विभाग DEPARTMENT OF SCIENCE & TECHNOLOGY सत्यमेव जयते</p>	<p>Department of Science & Technology (DST) was established in May 1971, with the objective of promoting new areas of Science & Technology and to play the role of a nodal department for organizing, coordinating and promoting S&T activities in the country. More : https://dst.gov.in/</p>
	<p>'Blockchain for Impact' drives equitable healthcare in India by supporting high-impact research, tech innovation, and cross-sector collaboration to co-create next-gen solutions with transparency and grassroots focus. More: https://www.blockchainforimpact.in/</p>
 <p>Maharashtra State Innovation Society महाराष्ट्र शासन</p>	<p>Maharashtra State Innovation Society (MSInS) is the nodal government agency established under the Department of Skill Development and Entrepreneurship, Government of Maharashtra, with a mandate to strengthen and scale the state's innovation and startup ecosystem. It fosters innovation-led entrepreneurship by providing platforms, programmes, and support mechanisms for entrepreneurs, researchers, academics, and industry. More: https://msins.in/</p>
	<p>Venture Center is a national award winning deep tech and science-based business incubator approved by the Ministry of Science and Technology, Government of India. It aims to nucleate and nurture knowledge based enterprises. It does this by creating and maintaining a rich and supportive ecosystem for inventive enterprises that includes a large mentor network, funding options including 4 seed funds, scientific/ analytical/ prototyping facilities, specialized advisory capabilities and numerous events. It empowers scientists, engineers, clinicians and other knowledge workers to take their ideas from lab to market. It is structured as an independent, non-profit company and charitable organization that is hosted by CSIR-National Chemical Laboratory, Pune. Venture Center was founded in 2007. Venture Center has been recognized with the National Award for Technology Business Incubators (2015), AABI (Asian) Incubator of the Year Award (2018), National Entrepreneurship Award under Ecosystem Builder Category (2019), Biospectrum No 1 Bioincubator of India (2022) and National Award for Incubators for Nurturing IP (2021 & 2022). More: http://www.venturecenter.co.in/</p>

