



Program Brief



T-Hub's Flagship Market readiness program



About T-Hub

T-Hub (Technology Hub) is an innovation hub and ecosystem enabler. Based out of Hyderabad, India, T-Hub leads India's pioneering innovation ecosystem and is the world's largest innovation campus. Over the seven years, T-Hub has pivoted around the 6Ms (Mentors, Market, Motivation, Manpower, Money, Methodologies) and 2Ps (Partnerships & Policy advisory) framework with a mission of driving results and collaboration for entrepreneurs' success. It has delivered 100+ innovation programs so far, creating an impact for startups, corporations, and other innovation ecosystem stakeholders. Since inception, it has provided over 2000 national and international startups with access to better technology, talent, mentors, customers, corporates, investors, and government agencies.



www.t-hub.co



Objectives of LAB32

LAB32 is designed to help early-stage startups transition from having a Minimum Viable Product (MVP) to becoming market-ready. At its core, LAB32 aims to enhance the product-market fit of startups while developing a robust Go-to-Market (GTM) strategy, ensuring that their products align perfectly with the needs and desires of their target customers.

Transitioning from an MVP to a fully market-ready product can be challenging. Finding the perfect match between a product and its customers' needs—Product-Market Fit (PMF)—can make or break a startup. Moreover, launching a product requires a well-thought-out strategy to create awareness, reach the target audience, and generate sales.

Lab32 focuses on refining the product based on real market feedback, ensuring that startups create something customers truly want. The program guides startups through this intricate process, providing the necessary support and direction.



Impact created by LAB32

300+

Startups
Incubated

12

No.of Cohorts

\$412 M

Associated
Funding Raised

60+

GTM Mentors

10+

Program Partners

\$25k

Digital Credits
Disbursed per
startup



LAB32 Cohort 13

Modules

Set the fundamentals of your startup

- Setting up Vision & Mission of your company
- Business Model Canvas
- Building strong founding teams

Value Proposition and core branding message

- Creating a great value proposition
- Messaging to deliver great value proposition

Importance of customer centric organisations

- Customer validation and Customer experience strategy.
- Customer funnelling and customer success.

Defining and choosing the pricing strategy

- **Methods of Pricing:** Cost based pricing competition based pricing penetration based pricing.
- **Models of Pricing:** User count based pricing Tiered Pricing Flat Rate Pricing.

Understanding building SaaS for Indian markets and SaaS for the Global markets

- Localizing for India
 - Market timing and readiness
 - Understanding Global market and understanding sales for the global market
 - How to know that you can sell in the global market.
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Understanding Enterprise sales and SME sales

- Outbound Sales Process
- Cold calling pitches and scripts
- Deciding on the Sales Strategy
- Importance of having the right margins for the product sales

Working on the best marketing channels and how the growth engines has to be setup

- Building a marketing team structure and aligning the sales and marketing teams
- Paid Ads and Partnerships
- SEOs for organic Inbound.
- How different kinds of social media can be leveraged with growth?

Understanding Product Led Growth

- Product Led Growth Model necessity
- How to adopt the PLG model and increase your revenue.

Decoding the go to market strategy

- Building Initial Go- To- Market
- Working on getting new customers pay.
- Creating a stellar sales pitch.

Program Timeline

10
Sep

Cohort Launch

Through the cohort launch of LAB32, we bring together exceptional talent, ignite innovation, and collaboratively forge a promising future for carefully selected startups, meticulously filtered for their potential

24
Jan

Market Access Day

After spending 100 days on building a robust GTM framework the startups get an opportunity to showcase the tech stack and product to investors, mentors, industry experts and corporates and thereby providing an opportunity for the startups to build the right connects to build on the traction.

4
Nov

Mid-cycle Review

Mid cycle review helps in assessing progress of startup's, fine-tuning strategies, propelling success towards key milestones.

17
Jul

Extended Portfolio

Ensuring continued assistance, reliability, and satisfaction beyond expectations for the startups who have built their GTM with support in recruitment, partnerships, Internal Market Access, Governance.

Why B2B SaaS?

B2B Software as a Service (SaaS) offers startups a scalable and flexible business model with a recurring revenue stream. These cloud-based solutions provide cost-efficiency for businesses by eliminating the need for heavy upfront investments in hardware and software.

The growing demand for digital transformation and industry-specific solutions opens vast market opportunities for B2B SaaS startups. Startups can capitalise on the developing SaaS market and leverage the trends to drive revenue and market presence.

Few Notable Startups Part of LAB32





Mentors and Speakers



[Aastha Sharma](#)
Founder, Veris



[Sanjay Varnal](#)
Founder, Spyne.ai



[Ashok Gudibandla](#)
Ex- Head of Notion India



[Sripathi Chakkravarthi](#)
Sales Leader, Rocketlane



[Nilotpai Chanda](#)
Co-Founder, BlueCopa



[V S Sridhar](#)
Founder, Areeta Business Solutions

The Team



• Vinay Peddinti

Vinay is a serial entrepreneur with 10+ years of experience in the startup ecosystem. He has expertise in business management, product development, and partnerships and is dedicated to creating innovative products that make a positive impact. At T-Hub he successfully implemented 3 flagship programs and 10+ corporate programs as a Program Director.

Mail ID: vinay.peddinti@t-hub.co



• Ganesh Abhishek

Ganesh is a sales operator and portfolio manager with 4+ years of experience in the startup ecosystem. He learnt the Innovation, Incubation and Acceleration framework through a fellowship at FITT- IIT Delhi. Prior to that he was in the Founding team at Unschool (YC W'21) and played a role in scaling up the sales function to yearly revenues of 3 crores.

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Thank you

Website: [LAB32 Cohort 13](#)

