

## Supply Chain Labs Fund

SCL is a supply-chain focused, stage-agnostic fellowship program & fund that invests up to US \$ 3.5MN (Rs 25 cr) in the journey with the start-ups. Each year SCL selects an extremely distinguished group of startups disrupting supply-chain, warehousing, and logistics.

We typically take companies that have a proven product-market fit, though they could be in early-growth or growth stage.

<b>SCL Fellowship</b>	<b>SCL Fund</b>
<p>Supply Chain Labs Fellowship is a 6-month structured program designed with MIT to make startups build a strong foundation for scale, and make them ready for growth capital.</p> <p>The program is customized for each startup depending on their stage, current scale &amp; competencies, and specific requirements.</p>	<p>Supply Chain Labs fund is a multi-stage investment vehicle that invests up to Rs.25 crores in 3 stages:</p> <ol style="list-style-type: none"> <li>1. Upon initiation into the program, a fellowship investment of Rs.35 lacs (USD 50,000)</li> <li>2. Followed by up to Rs.5 crores in 3-6 months from the 1st round</li> <li>3. Followed by up to Rs.20 crores as follow on capital</li> </ol>

### SCL Fellowship Program

The SCL fellowship program helps startups get exceptionally experienced perspectives from domain experts and subject matter experts.

Whether it is strategy, GTM, operations planning, technology & product roadmap, brand & marketing, etc., SCL Fellowship Program helps startups strengthen their game for scale and growth-capital.

The engagement with SCL begins with a deep-dive review using our proprietary framework that assesses your business on key fundamentals. This helps align objectives and the expected outcomes from the 6-month journey together.

The program is structured for a clear path towards our agreed outcomes

<b>Month 1 and 2</b>	<b>Preparing the roadmap for foundation building followed by accelerated growth</b> (thorough mentoring sessions with experts and experienced folks) <ol style="list-style-type: none"> <li>1. Recalibrating the long-term potential</li> <li>2. Refining the business strategy</li> <li>3. Finalizing the business plan</li> <li>4. Brand and collaterals review</li> <li>5. Two-week program by MIT on fundamentals of supply chain</li> </ol>
<b>Month 3</b>	<b>Sharpening the tools</b> (Via inputs by marketing and sales experts) <ol style="list-style-type: none"> <li>1. Refining collaterals</li> <li>2. Finalizing GTM Plan, including database, tools, outreach plan and measurement</li> <li>3. Testing and adopting an appropriate CRM tool</li> </ol>
<b>Month 4</b>	<b>Customer Connects</b> <ol style="list-style-type: none"> <li>1. Implementing the GTM plan - testing, refining, and finalizing with the objective of getting metrics right for investor pitch.</li> <li>2. Customer showcase events</li> <li>3. One-on-one customer connects</li> </ol>
<b>Month 5 and 6</b>	<b>Fundraising</b> (Assisted by SCL Team) <ol style="list-style-type: none"> <li>1. Customer connects continue</li> <li>2. Refining pitch deck and practicing pitch</li> <li>3. Investor showcase at our annual Supply Chain Innovation Summit</li> </ol>

Apart from the above, there is a fortnightly series of knowledge sessions wherein experienced entrepreneurs, experts and investors share insights on relevant topics.

**Model of engagement:** Startups give Supply Chain Labs 1% advisory equity for the fellowship program, which is over and above the equity against the capital invested by Supply Chain Labs.

### **Indicative knowledge workshops**

1. Getting your venture ready for follow on investors
2. Practical use of a lean canvas for fundraising
3. Strategy: Why articulating your mission, vision and strategy is not an academic exercise
4. Building a culture of pilots and POCs for all aspects of the business - testing every aspect of the business
5. Fundamentals of marketing - positioning, brand equity, communication, media, etc.
6. PR as a marketing tool
7. Insights on B2B sales
  - a. Selling to large customers
  - b. Selling to SMEs
8. Getting your MIS and metrics right - monitoring and measuring allow for in-time course correction
9. Depth of adoption is more important than absolute revenue and growth numbers - strategies for land and expand
10. Boards and advisory boards as a way for building credibility and organizational maturity
11. Culture and Human Resources Management
12. Building a robust tech product - best practices

### **In addition, there will be periodic experience sharing and AMA sessions with**

13. Investors
14. Marquee entrepreneurs
15. Large enterprise customers