

# PRAVEGA : A Startup Accelerator Program

MVP & Early Revenue Startups

- 3 Months Duration
- 12 Weeks Program
- 100% Live & Hybrid Mode





# Overview

## Why the need for the Program?

Pravega is a dynamic 3-month accelerator designed to fill the crucial gaps and empower early-stage startups across industries to grow multifold.

Investor Network

Hands-on  
Workshop

Expert Mentorship

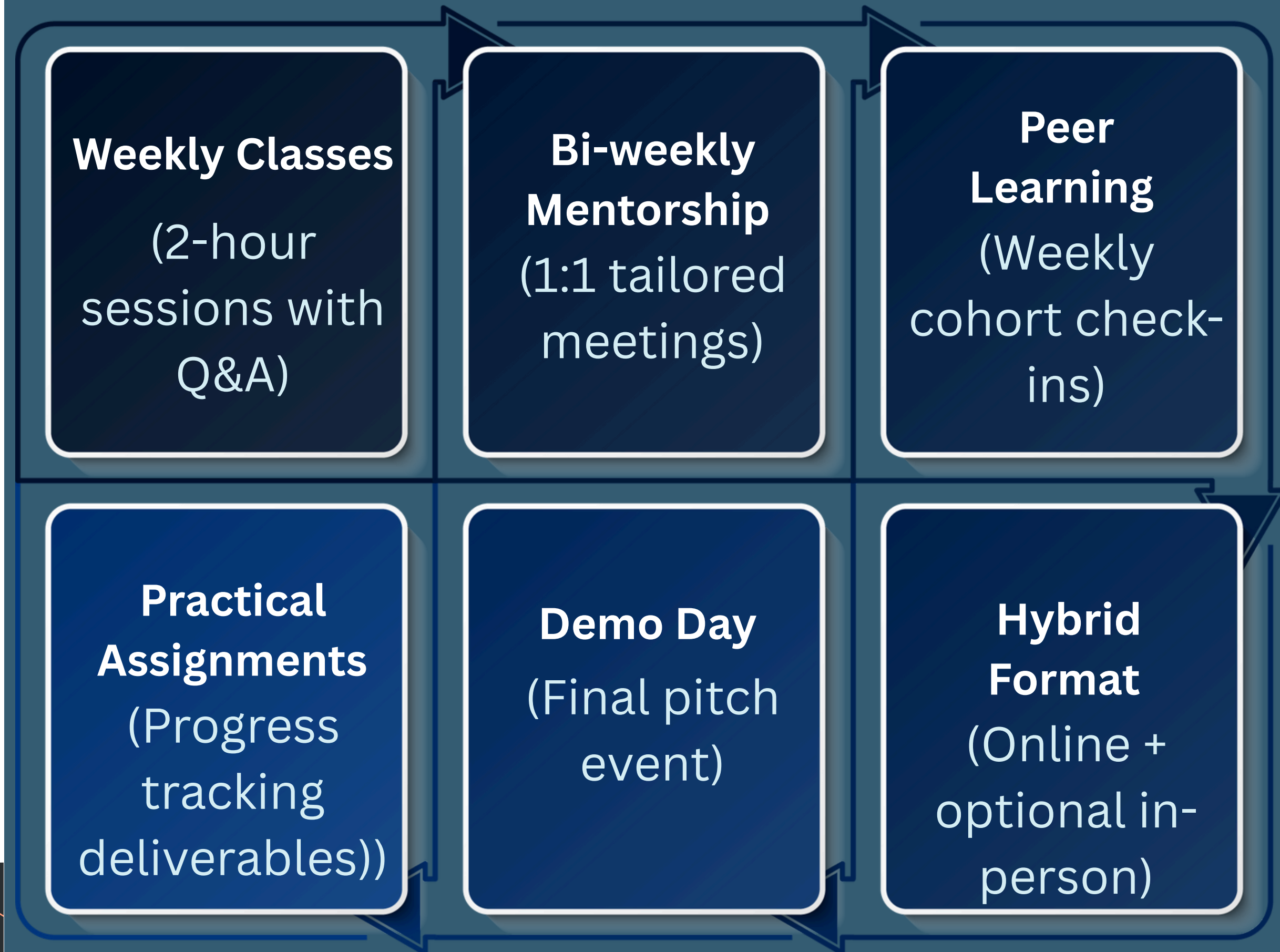
Insights for customer  
retention and key  
performance metrics

Scale Growth

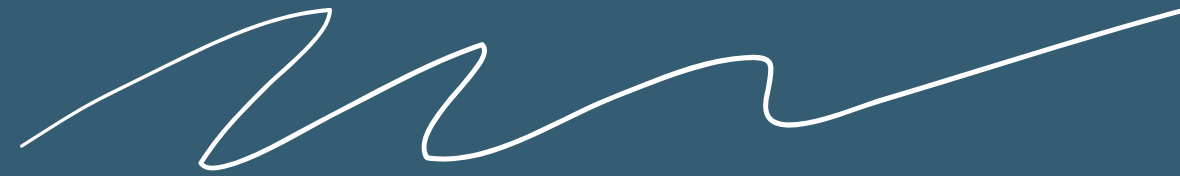
Fundraising  
Readiness



# Program Structure



# Program Timeline




# Curriculum Weeks 1-4



## Week 1

### Accelerator Kick-off & Roadmap

- Cohort introductions
- Goal alignment
- Growth milestones
- Data dashboard
- Founders Mindset

Deliverable:  Startup Scale Plan

## Week 2

### Metrics that Matter

- CAC, LTV
- Burn Rate
- Business model metrics
- KPI setup

Deliverable:  Company Metrics Dashboard

## Week 3

### Customer Success & Retention

- Post-sales funnel
- Customer success function
- Feedback loops

Deliverable:  Retention Playbook + User Feedback

## Week 4

### Go-To-Market Refinement

- Scaling acquisition
- Conversion optimization
- Partnerships

Deliverable:  Updated GTM Plan



# Curriculum Weeks 5-8



## Week 5

### Financial Planning & Unit Economics

- Revenue forecasting
- Break-even analysis
- Financial hygiene

Deliverable: 💰  
Financial Model + Cost Sheet

## Week 6

### Team & Organisation Structure + Branding

- Founder evolution
- Team - key hires
- Company culture
- Company branding and positioning

Deliverable: 👤 Org Chart + Hiring Roadmap

## Week 7

### 3 DAY BOOT CAMP

- GTM & Customer metrics
- Financial planning
- Team structure
- Leadership talks

Deliverable: 🎯  
Comprehensive Pitch Deck Foundation

## Week 8

### Fundraising & Investor Readiness

- Funding types
- Pitch deck essentials
- Cap table management

Deliverable: 🚀 Updated GTM Plan

# Curriculum Weeks 9-12



## Week 9

### Legal, Compliance & IP

- Legal documents
- CA/CS services
- Government compliances

Deliverable: ⚖️ Legal & Compliance Checklist

## Week 10 - 12

### Mock Pitching & Demo Day

- I:I coaching
- Mock VC panels
- Demo Day
- Data room prep

Deliverable: 🎤 Final Pitch + Data Room Folder

# Resident Mentors



**PRASAD RD**

Certified Independent Director |  
GCCs | Remote Teams | Global  
Expansion



**JYOTSNA CHERUVU**

Co-Founder and Director - CMAC  
India Pvt Ltd | National Secretary,  
COWE



**SHIVA SUBRAMANIAM**

Partner and Chief Knowledge  
Officer Whitespace Alpha LLP,  
Board Member Nanohealth, Angel  
investor and mentor to startups





# Expert Speakers (SMEs)



**RIDDHI(VYAS) SHAH**

Founder - LumenCap Ventures |  
Experienced Early Stage Startup  
Investor | Mentor & Advisor



**RAGHUVVEER KOVURU**

4x Founder turned CInO |  
Innovation Strategy | Ecosystem  
Design |



**SIJU NARAYAN**

Customer Experience Practitioner.  
Start-Up Ecosystem Enabler X-  
IBM | Microsoft | Oracle | adidas |



# Expert Speakers (SMEs)



**USHA PALIATH**

Startup Mentor | Finance &  
Strategy|



**RAJU KANDAKATLA**

CEO & Executive Director at  
White Thoughts & Branding

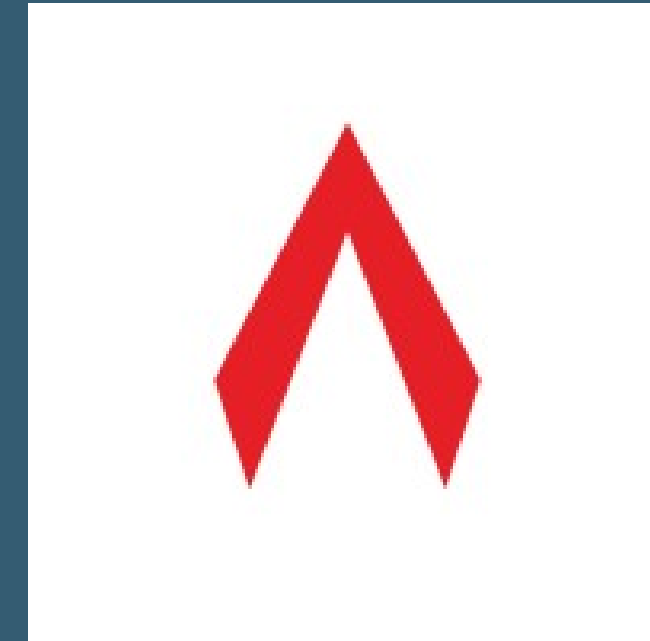


**NAQI ABBAS**

Managing Director @ ORGRO  
Solutions | Team Building



# Investors & Partners Network



Anthill Ventures



Udyat Ventures





# Key Program Benefits



**Customised Growth Strategy**



**Fundraising Readiness**



**Customer retention and  
operational efficiency**



**Market Connect**

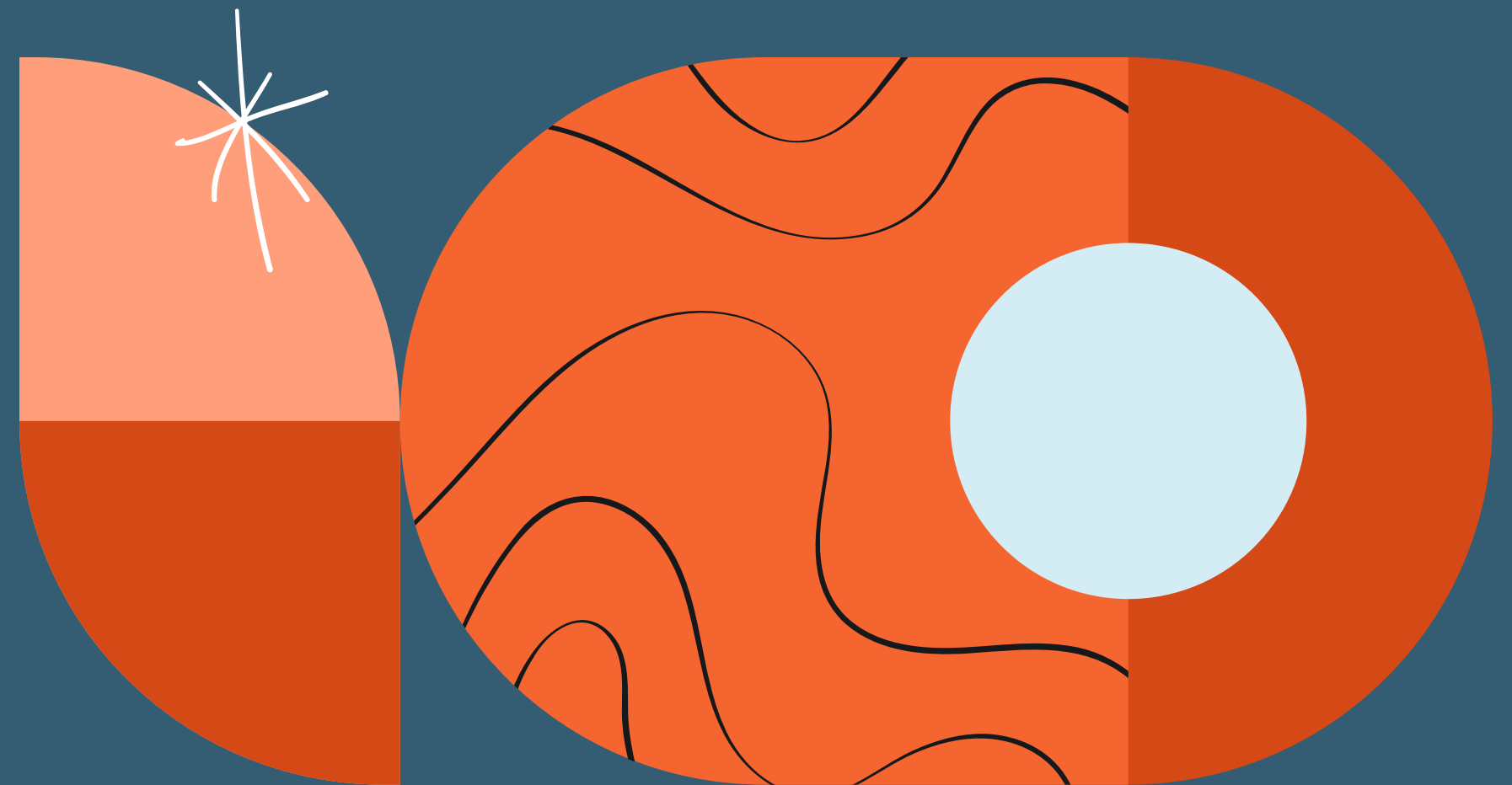


**Investor Connections**



**Brand Positioning & Story**

“The best way to predict the future is  
to create it.”



– Peter Drucker

# Ready to Accelerate Your Startup?

Let's Connect and Grow Together

- 12 Weeks to Transform
- 7+ Expert Mentors & VCs
- 100% Hands-on Learning



Apply Now



[ia.iiec@ifheindia.org](mailto:ia.iiec@ifheindia.org)



Learn More