

EO **C**USTOMERS  
**A**CHIEVEMENTS  
**R**ECOGNITION  
**E**DUICATION  
**S**OICIAL

GROWTH. NETWORKING. LEARNING. DEVELOPMENT  
Everything you need to get your entrepreneurship journey on the fast-track.

**FOR ENTREPRENEURS. BY ENTREPRENEURS.**

## ENTREPRENEURS' ORGANIZATION (EO)

is a global, peer-to-peer network of influential business owners with **167 chapters in 52 countries.**

### Mission

To engage leading entrepreneurs to learn and grow.

### Vision

To build the world's most influential community of entrepreneurs.

	EO Global	EO Bangalore
Founded	1987	2001
Members	12000	90
Median Member Sales	US \$4.7M	US \$8.75M

## EO BANGALORE

### Programs Launched

**EO Bangalore Discover Awards** June 2015

**EO CARES Mentorship Program** November 2015



### Industries Represented

Administrative Support Services, Apparel/Accessories, Architecture/Design, Arts, Entertainment/Recreation, Automotive, Communications Services, Computer/Services, Computer/Software, Construction Services, Consulting Services, Contracting Services, Distribution, Diversified Services Conglomerate, Education/Training, Financial Services, Fire/Water Restoration Services, Food/Beverage, Health/Medical Services, Hotel, Human Resources/Personnel, Import/Export/Trade, Industrial Services, Investment Services, Jewelry, Legal Services, Maintenance Services, Manufacturing, Marketing/PR, Mining Industry, Multimedia/Internet/On-line Services, Other, Pharmaceutical Services, Real Estate, Retail, Services Not Classified Elsewhere, Sports/Fitness Services, Telecommunication Services, Travel/Transportation.



Conceived by EO Bangalore, EO CARES aims to give back to the society by helping develop the next generation of Bangalore's business leaders so that our city continues to thrive.

EO CARES is a cohort-based program designed to help propel startups by providing a platform for revenue opportunities, networking, sustained mentorship & learning from the EO community and its extended networks.

### OUR VALUE

**Network:** Access to engage with the EO community.

**Connect:** Relevant industry & investor connect opportunities from EO's extended networks.

**Revenue:** Early customer sign-up opportunities from EO Companies.

**Insights:** New perspectives through workshops, seminars and EO learning sessions by business owners and the EO community.

### BENEFITS FOR YOU

**Mentorship:** Guidance and direction aimed at leadership and personal development, offered by experienced entrepreneurs of the EO community.

**Shadow a CEO:** Opportunity to "observe and absorb" from business owners and leaders of the EO community.

**Growth Credits:** Value addition currencies in the form of free consulting services from our EO member companies.

**CARES Community Meetups:** Exclusive invites to organized retreats and open networking events conducted round the year, where you exchange business know-how with fellow entrepreneurs & EO CARES founders.

### GROWTH ROADMAP

**Learn:** Learn from the previous and future batches and other fellow founders through EO CARES Alumni.

**Scale:** Scale-up through sales opportunities with EO companies to get on a growth path, with EO CARES.

**Accelerate:** Gain an opportunity to join EO Accelerator program aimed to empower you with tools, to aggressively grow your business.

**Become a member:** Earn an opportunity to join the EO family as a member.

# HOW DOES EO CARES WORK?

## Eligibility

We are looking for early-stage impact start-ups that:

- Are Bangalore-based (No limitation in terms of sector)
- Are legally registered
- Are innovative in terms Product, Process, Marketing and Services
  - Does it fulfil a valid need?
  - Is it a disruptive product/ service in the market? (Digital, cloud, analytics, design, marketplace models, etc.)
- Must have some revenue, traction, proven success and some paying customers.
- Have a competitive spirit – Entry barriers/ differentiating factors
- Have market potential in terms of demand (can it become a unicorn) & the potential to scale
- Are ethical – compliance to major statutory regulations
- Have chances or are preparing for raising series A Capital

NOTE: We require one founder to commit 10 hours per month for the EO CARES program (Nov 2017 – Jan 2018)

## Process

The FOCUS of the program is to help early-stage startups match-up and scale-up. Our Application, Selection and Program Processes are outlined below:

### 1 Apply

As a first step, you will submit your Startup deck and a 30 second elevator video. Your 30 second video should:

- Tell us who you are: describe you and your company
- Tell us what you do: the problem you are solving and what makes your company unique
- Tell us how you do: your solution

The startups will be shortlisted based on their submissions. If required, shortlisted startups may be asked to meet 1-1 with the EO CARES board to validate eligibility, during an evaluation. Upon final selection, you will be asked to fill out an application form.

### 2 Kick-Off

The program is open to 15 startups! It includes a kick-off welcome networking event, followed by a keynote from our guest speaker and interactive sessions by our industry experts where you will have a chance to exchange ideas, thoughts, and business know-how.

### 3 Prep

Expand your mind through tailor-made intense, interactive and engaging group workshops, seminars and high-impact learning sessions presented by industry leaders and business owners. Train with our mentors who will work with you and help you shape and refine your pitch to enhance your ability to communicate the value proposition of your business.

### 4 Match-up

Meet, network and engage with EO members and make strong connections. Our aim is to build early match-ups between startups and EO members and help find opportunities and partnerships that bring you success. Attend and introduce your ideas & business model to EO members during selected learning events organized by the Entrepreneurs' Organization.

### 5 Pitch

To culminate the event you will present an interactive pitch to our audience of EO members, investors, industry experts, media and the EO CARES Panel which will be followed with a short Q&A session with our Panel.

### 6 Speed date and Showcase

The pitch will be immediately followed by orchestrated speed networking sessions, where each entrepreneur gets a chance to meet and build connections with potential clients, strategic partners, and possible in-kind investors. You also get a chance to showcase your product/service at the individual demo booths setup at the venue, and interact with the media to promote your brand.

### 7 Scale

The purpose of the program is to provide opportunities that benefit startups and help them scale-up. You will be inducted into a path outlined with best practices for peer learning, needs and leads, personal goal tracking and continuous interface with EO members.



**OCT**  
2 0 1 7

LAUNCH

DECEMBER  
**05**  
2 0 1 7

APPLICATION  
DEADLINE

DECEMBER  
**10**  
2 0 1 7

ANNOUNCEMENT  
OF COHORT

**DEC**  
2 0 1 7

LEARNING &  
NETWORKING  
EVENTS

JANUARY  
**16**  
2 0 1 8

PITCH AND  
DEMO DAY

"As entrepreneurs (a lot of us at least!), have our noses to the grindstone and it helps to look up at times and see what's really going on around us. The one-on-one sessions with the big guns in the food industry helped me do exactly that, as it opened my eyes to new perspectives, and they were excellent listeners as well. The sessions with EO help you look at the bigger picture, learn about business and life from your peers, and the support is incredible! EO helps you expand your network to seasoned business men, and not just the startup VC fluff that most new-age entrepreneurs deal with. This isn't a bunch of "gyaan" sessions or a place to sell, but rather a platform for you to grow as an entrepreneur and make valuable connections. EO Cares program work best for those who put effort and seek value from it."

**Ashwin Chandrasekaran,  
BREKKIE**

EO community is here to help you take a leap forward! What would you give to increase your customer funded revenue track and the ability to tap into a group of 90 leading business owners who can offer you industry connections, investor access, mentorship & direction with their expertise and decades of experience?

"Coming from a niche high technology-driven business environment, I was initially skeptical about the program, as most startups focus on generating revenues rather than growth powered by technology. However, my journey here turned out to be both phenomenal and transformational. Right from the first interactions with fellow-entrepreneurs to winning the final pitch, the validation and learning along the way, gave me a lot of confidence, helping me grow my business rapidly. Whether it's meeting the who's who in the local entrepreneurship ecosystem or learning nuances of business from the leaders, the program lays a solid foundation for a cocoon that protects and nurtures bold ideas to transform into a ground-breaking business. Highly recommended!"

**Gadhadar Reddy,  
NOPO NANOTECHNOLOGIES**

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