

South Asia Connect @



- Access networks
- Build market-fitted strategies
- Connect to training and resources

Serving traditional and technology entrepreneurs in India, Nepal, Bhutan, Bangladesh, and Sri Lanka

We connect leaders in entrepreneurship-focused institutions to regional networks, mentors, training, and venture opportunities.

We connect entrepreneurs with best-practice training, ongoing mentorship, and access to networks that can advance their ventures.

Call for Leaders and Entrepreneurs

South Asia Connect seeks leaders from entrepreneurship organizations to join our regional network. Leaders will receive three one-week visits to the Nexus Startup Hub at the American Center-New Delhi, including travel funding support, for networking, connection to resources, and joint planning of programs for entrepreneurs.



South Asia Connect seeks entrepreneurs to receive mentored online and in-person training. Entrepreneurs completing online training may be selected for a one-week session at the American Center-New Delhi, with travel funding support. Selected entrepreneurs will be chosen for an eight-week immersive training experience in New Delhi.



For more information, or to apply, email us at connect@startupnexus.net.

Program Details



Entrepreneurship Leader Program

- Leaders from accelerators, incubators, science parks, universities, small business development organizations, and any organization focused on entrepreneurship.
- Access our existing leader network.
- Three one-week trips to New Delhi, with travel funding support, for training & planning activities.
- Access to Nexus Online Course.
- Help plan entrepreneur training program.
- Priority placement of entrepreneurs in the Entrepreneur Training program.
- Leaders completing receive a certificate from the IC² Institute at The University of Texas at Austin.

Overall Program Topics

- Describing your innovation, product or service
- Describing features, benefits, and value proposition
- Analyzing competition
- Conducting primary research (market interviews)
- Conducting secondary research
- Market analysis: Segment, Target, Position, Minimum Viable Product
- Intellectual Property
- Pitching and presentations
- Guest speakers and case studies

Entrepreneur Training Program

- Access to the Nexus Online Course (topics below).
- Guided instruction and remote mentorship in completing the Nexus Online Course.
- Entrepreneurs completing the course may be selected for one-week of training at the Nexus Startup Hub, American Center-New Delhi, with travel funding support.
- Selected entrepreneurs will be chosen for an eight-week immersive training experience in New Delhi, with travel funding support; or they will receive ongoing remote mentoring and support.
- Entrepreneurs completing receive a certificate from the IC² Institute at The University of Texas at Austin.
- **All activities use your business as your case study; all work advances your business goals.**

We strongly encourage interest from

- Female leaders and entrepreneurs
- People from underrepresented groups
- Both high tech entrepreneurs, and traditional small business entrepreneurs selling local products and services



About the IC² Institute

www.ic2.utexas.edu

The **IC² Institute** (Innovation, Creativity, Capital) was founded in 1977 as a “think and do” tank to test whether technological innovation can catalyze regional economic development through collaboration between the university, government, and private sectors. The Institute has researched the theory and practice of entrepreneurial wealth creation in Austin and through global programs in over 30 countries.

About South Asia Connect

www.startupnexus.net/connect

South Asia Connect@Nexus Startup Hub builds entrepreneurial capacity in the South Asian countries of India, Nepal, Bhutan, Bangladesh, and Sri Lanka, by creating entrepreneurial networks, and by training entrepreneurs, with a special focus on populations not fully participating in entrepreneurship and receiving its benefits toward wealth creation and quality of life..

About Nexus

www.startupnexus.net

Nexus is a collaboration between the American Center and the IC² Institute of The University of Texas at Austin to showcase the best of American and Indian Entrepreneurship, Innovation and Technology Commercialization. Nexus services include training, incubation, mentorship, and guest speakers and events. Nexus is a sister program and collaborator with South Asia Connect.