



# YOU + SHELL E<sup>4</sup>

## CONTACT US

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**Learn More & Apply** ▶  
<https://E4.Shell.in>



**GROWTH TRACK**  
PROGRAM INFORMATION

**Shell**  
**E<sup>4</sup>**  
Energising & Enabling  
Energy Entrepreneurs





YOU + SHELL E<sup>4</sup>



## ▶ A WORLD CLASS ENERGY PROGRAM



- + Comprehensive and tailor-made program to launch your startup on an accelerated growth journey
- + Best of industry connections and market access
- + Opportunity to work with Shell businesses to help co-create products and solutions
- + Access to a curated set of advisors and subject matter experts from Shell
- + Pitch training and support from media industry leaders and domain experts
- + Regular interactions with the investor community & external mentors leading to funding and business development opportunities
- + Peer learning sessions to help you benefit from other founders' learnings
- + Visibility and media coverage across India and the world
- + A dedicated mentor to guide your startup throughout the acceleration journey
- + State-of-the-art testing and prototyping laboratories for product development
- + Access to alumni network for continued association beyond the end of the program
- + Opportunity to pitch at Demo Day to the who's who of the energy ecosystem



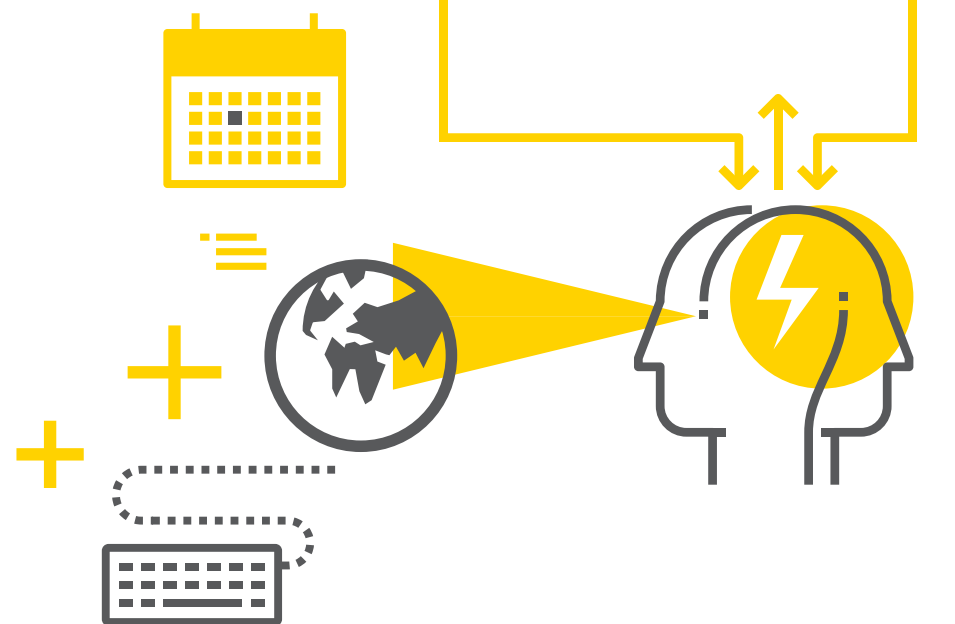
# EFFORT + OPPORTUNITY

1 : 1 INTERACTIONS | PROGRESS TRACKING

## PROGRAM CONTENTS

### BOOT CAMPS

- + Baseline Assessment
- + Acceleration Plans
- + Introduction & Connect to Shell Businesses



### FOCUS WEEKS

- + Founder's Socials
- + Expert Sessions
- + Mentor Meetings
- + Executive Series

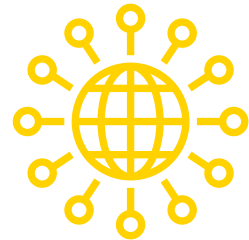


### DEMO DAY

- + Largest Energy Entrepreneurship Event in India



# PASSION + ACTION



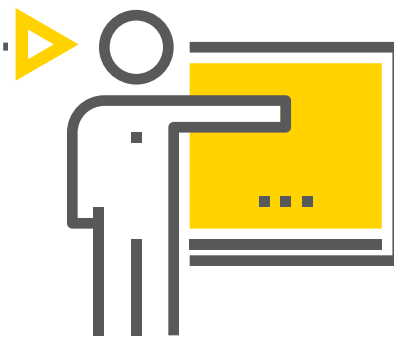
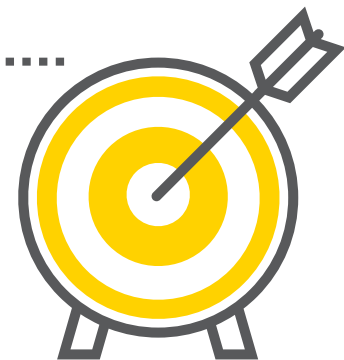
## ▶ PROGRAM JOURNEY



**KICK-OFF  
BOOT CAMP**

### FOCUS WEEKS

- + Product Development
- + Market Assessment
- + Business & Finance
- + Business Development



**DEMO  
DAY**



# IDEAS + INVESTMENT



## IN DEPTH FOCUS WEEKS: EXPERT SESSIONS



"Every month Focus Weeks concentrating on a particular subject will be organized which will be a combination of intensive learning sessions along with some candid interactions with industry veterans".

### 1 EXPERT SESSIONS

The most important session of the Focus Week will provide access to the best experts in the ecosystem. A one-to-many session followed by one-on-one interactions to come up with action plans for the growth journey of your company.



#### Product Development

- + Product Strategy & Roadmap
- + Unique Selling Proposition - USP
- + Intellectual Property
- + User Experience & User Interface



#### Market Assessment

- + Opportunity Sizing
- + Competition
- + Market Size
- + Go to Market Strategy



#### Business & Finance

- + Pricing Strategy
- + Cost of Goods Sold
- + Unit Economics
- + Cashflow & Finance



#### Business Development

- + Channel Development
- + Product Marketing
- + Sales Funnel
- + Digital Media & Brand Promotion

## IN DEPTH FOCUS WEEKS: EXECUTIVE SERIES

A key highlight of the Shell E<sup>4</sup> program is the Executive Series. The program will host successful entrepreneurs and industry leaders – all of who have been there, done that – for interactive sessions with the cohort on different aspects of the startup journey.

Each month the program will bring in entrepreneurs and leaders to talk on specific topics related to the subject in focus. They will share what works and what doesn't work, helping startups avoid reinventing the wheel.

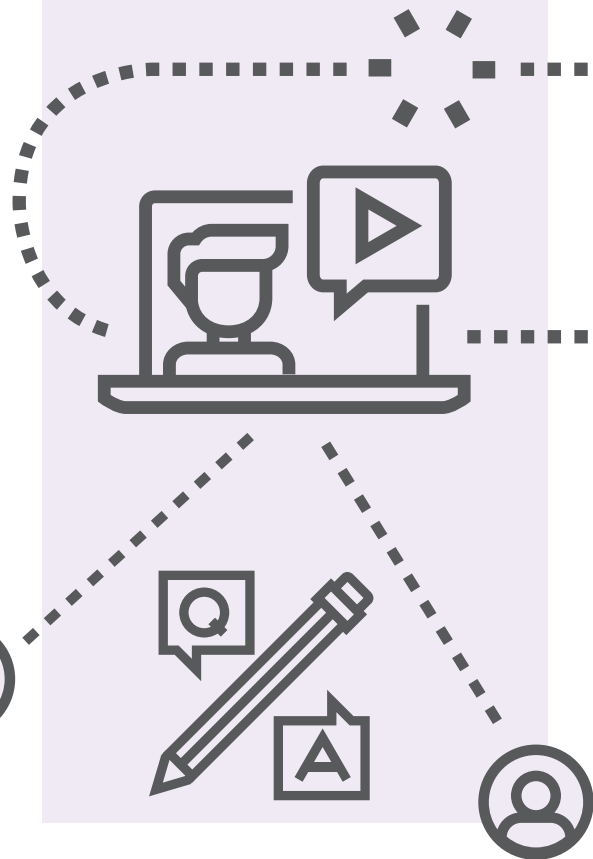
**Face-time:** These startup and industry leaders will have candid conversations with the program cohort, sharing their journey, their experiences, and most importantly, their mistakes and key learnings. This will help startups better prepare for challenges as they seek to scale their companies.

**Shell Connect:** Startups will have sessions with Senior leaders from Shell. The sessions will be an opportunity to pitch your start up and benefit from expert insights and coaching.



### 2 EXECUTIVE SERIES

Successful entrepreneurs and industry leaders will have candid conversations with the program cohort, sharing their journey and experiences.

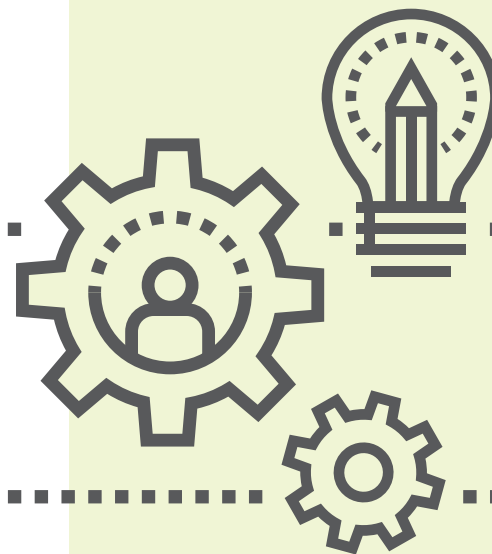


## IN DEPTH FOCUS WEEKS: SOCIALS+MENTOR MEETINGS

Founders will have the opportunity to have 1 to 1 interaction with important players in the ecosystem. As the Focus Week and the Founders Social will be held in multiple locations, the cohort founders can connect with investors and corporates in different cities. Past Founders Social have connected the cohort founders to top investors, industry leaders, successful entrepreneurs and technical experts.

### 3 FOUNDERS SOCIAL

Every month cohort founders will interact with a curated set of interesting entrepreneurs and investors at an informal setting.



### 4 MENTOR MEETINGS

Each startup will be assigned a dedicated mentor who will guide the startup throughout their program journey and beyond. During the program each startup will have monthly structured mentoring sessions with their mentor.

These sessions are structured in a way to help focus on the startup's six month action plan. Each session will cover specific aspects of the action plan and will aim to support the startup founder deliver the startup's growth aspirations.

