

# INDIA MARKET ACCESS PROGRAM (I<sup>2</sup>MAP)



## ABOUT

**A collaborative three month program for innovative Australian infrastructure scale-ups & SME's to access the Indian market & establish strategic partnerships.**

According to “*An India Economic Strategy to 2035*” report submitted to the Australian Government, India offers opportunities for niche services in smart city development, including urban planning, transport management, road safety, water and sanitation. The report also makes reference to some of the challenges of doing business in India, noting for example that ‘India marches to its own tune’.

In this context, Austrade in collaboration with key partners, have curated a three month I<sup>2</sup>MAP program for innovative Australian infrastructure scale-ups & SMEs.

The Program will offer:

- Insights on doing business in India & specific to your industry or product;
- Access to potential partners & customers for your business (digital communication platforms)
- The opportunity to validate your business model or product through one-on-one discussions with industry leaders and mentors.
- Referrals to service providers, accelerators in India
- One on one mentoring by industry experts, business leaders and partner champions
- Accelerate your learnings with five day India visit coinciding with Australia India Business Exchange (AIBX) in February 2020.
- Meet your mentors in person, pitch to investors/ industry partners.

### Important information

Webinar : 21<sup>st</sup> Nov 2019  
Program Duration: 12 weeks  
India Visit: 24 - 28<sup>th</sup> Feb 2020  
Location: Online & in person  
Apply by: 5<sup>th</sup> Dec, 2019

### Who should attend?

Innovative Australian Infrastructure Scale-up/SME's, operating in following areas:


- *Smart cities*
- *Water resource management*
- *Smart grids*
- *Telecom Infrastructure*
- *Intelligent Transport Systems - Road, Rail, Airport, Port*
- *Logistics*
- *Future transport*

# INDIA INFRASTRUCTURE MARKET ACCESS PROGRAM

## WHY YOU SHOULD PARTICIPATE - INDIA BUSINESS ACCELERATION

**We help you**

- 01 Familiarize Indian market & Gain Industry Insights (Virtual)**  
Familiarize yourself with Indian business culture & gain industry insights (webinar briefings)
- 02 Two day boot camp & access to industry mentors (Virtual)**  
Opportunity to participate in two day boot camp. Access to Indian industry mentors. Validate & refine your business model.
- 03 Connect with key Indian partners/customers (Virtual)**  
Connect with key customers, partners & govt. agencies..
- 04 Investors Pitch**  
Opportunity to pitch with V.C, Corporate Investors, Angel Funds on the final pitching day.



## I<sup>2</sup>MAP PROGRAM DRAFT

The program has been designed to maximise your engagement. Dates below subject to change – refer to the event page on our website or contact us for the latest details.

A(1)  
A(2) **Program Outline**



**22nd Oct Program Launch**  
Invite applications

**12th Nov Virtual Briefing – Webinar**  
About I<sup>2</sup>MAP  
Opportunities in India Infrastructure space  
Doing business in India

**Panelist Shortlisting:**  
5th Dec : Applications close  
9th Dec Announcement of shortlist

**18th & 19th Dec Virtual Bootcamp**  
Showcase your company

**23rd Dec to 5th Jan**  
Christmas & New Year Break

**6th Jan to 7th Feb 2020 Industry Mentorship (Virtual)**  
1-1 Mentorship by Industry experts, entrepreneurs in residence  
(Validate business model & refine pitching deck)

**3rd Feb to 20th Feb 2020 Virtual Partner Search**  
Austrade to support with customer/partner search  
**12th Feb 2020**  
Pre- Departure Briefing

**24th to 28th Feb 2020 India Market Visit**  
Meet Potential partners & customers  
Pitch to investors  
Participate in AIBX networking events. *Refer detailed program*  
**28th Feb 2020** Graduation ceremony

Australian Government  
Australian Trade and Investment Commission

Australia UNLIMITED

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## PARTICIPATION:

### Selection Process:

Completed applications will be reviewed and assessed by a selection panel (Austrade & Partners).

Criteria: Innovative Australian infrastructure scale-ups/ SMEs, that are

- ❖ Market-ready: Do you have a Minimum Viable Product (MVP), existing sales in Australia
- ❖ Scalability: Will you be able to scale the product/ technology globally
- ❖ Differentiation: Are you offering differentiated value proposition in the existing value chain
- ❖ Relevant to Market: Is your technology/ product, relevant to Indian market

The program will be highly competitive for innovative Australian infrastructure companies subject to being shortlisted by the jury or selection panel. For the selected applicants, using its digital by default philosophy, Austrade is delivering this program virtually using video conferencing and other online collaboration tools

The program will end with a visit to India, coinciding with Australian India Business Exchange (AIBX), scheduled in end of February, 2020. As such Austrade is not charging for this program but the participants will bear the cost of travel and accommodation in India during AIB-X.

**NOT INCLUDED:** Participants will be responsible for their travel to/ from India, domestic travel, accommodation during their program, cost of transport to site visits & meals that are not part of the program.

## CLICK HERE TO REGISTER

Register your interest in attending this mission on the Austrade website (click link above). Additionally, you will need to fill in a short survey which will be emailed to you after you register your interest online. As places are strictly limited, all registrations will be reviewed by our country and industry specialists for suitability. Participation in I<sup>2</sup>MAP is subject to application being shortlisted and eligibility for Austrade services. If you are accepted, you will be offered a place which will be confirmed by Austrade team. Once you are confirmed, we will work with you to ensure you are prepared to make the most of this opportunity. Please refer to the event [Terms & Conditions](#) for further details.

You may be eligible to claim some marketing and promotion costs associated with this mission through the Export Market Development Grant scheme. For more information, visit [www.austrade.gov.au/grants](http://www.austrade.gov.au/grants) or call 13 28 78.

## IMPORTANT INFORMATION

If you are considering this mission, Austrade recommends that you consult 'Smarttraveller', the Australian Government's travel advisory service, which is available at [www.smarttraveller.gov.au](http://www.smarttraveller.gov.au). Travel advice is updated regularly on this site.

Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets. Review further information on anti-bribery at <http://www.austrade.gov.au/Australian/Export/Guide-to-exporting/Legal-issues/Bribery-of-foreign-public-officials>.

Austrade will only use your personal information consistent with the purpose for which you give it to us or in accordance with your consent. Austrade may pass your information onto collaborating third parties who we consider would be able to assist you in your export and investment aims. Read Austrade's [privacy statement](#)

## KEY CONTACTS

To discuss your participation options further, please contact:

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