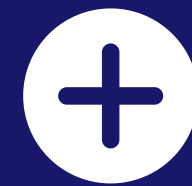


Building New-Age Entrepreneurship Ecosystem in **Tier 2 & Tier 3 Cities**

get to know us

- Why?
- How?
- What?

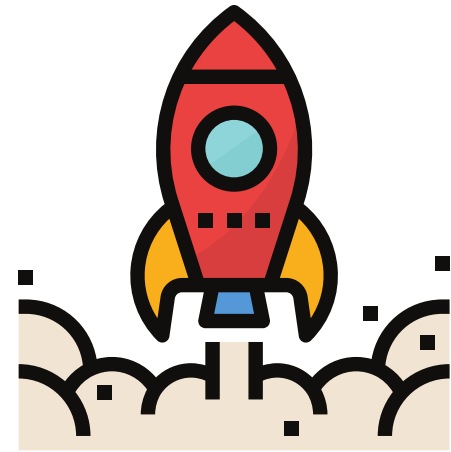


- Where?
- When?
- Who?

The Problem



WHY? >>> The Genesis of Nativelead



TO DRIVE

To drive **Mass Entrepreneurship** in Tier 2 and Tier 3 Cities of Tamilnadu

TO CREATE

To create a **Progressive Startup Community** by being the Extended Family of Entrepreneurs

TO UPLIFT

To facilitate **Inclusive Upward Social Mobility** through Entrepreneurship

TO MAKE

To make **Tamilnadu** as one of the **Top 5 Startup Destinations** in the World

WHY Nativelead >>> Our Core Proposition

OUR VISION



Be in the Global Top 5

- Our grand vision is to make **Tamil Nadu** as one of the **Top 5 Global Startup Destinations**

OUR MISSION



Build & Enhance 7 Key Startup Components

- Investments
- Mentoring
- Market Connect
- Industry Connect
- Government Advocacy
- Academia | R&D Connect
- Media Relations

OUR ETHOS



Focus on People | Planet | Profits

- We are committed to work with emerging ventures from small towns by applying the **Triple Bottom Accountability Model**

WHY Nativelead >>> In a Nutshell

We act as
the **BRIDGE**



- Unique ecosystem to **CONNECT** native investors, mentors and other co-creators with emerging startups from small towns and cities

If you are an **Investor or Mentor or Co-Creator**



- Perfect platform to soulfully **INVEST** your time, effort, resources, knowledge, & wisdom
- **BUILD, GROW and SCALE** startups emerging from your **OWN NATIVE PLACE**

If you are an emerging
Small Town Startup



- An ideal stepping stone to start your journey **from IDEA to MARKETPLACE** and enable everything in between!

HOW? >>> Our 4-Pronged Strategy

Enabling >> Nurturing >> Incubating >> Investing



①

ENABLE Empathetically
from inertia to initiation

- **Get Entrepreneurs to Think:** Through **THEDAL BOOTCAMP**S
- On Building Innovative and Scalable Business Models
- **Get Students Initiated:** Through **CAMPUS AXLE**
- Inculcating the Culture of Entrepreneurship & Innovation



②

NURTURE Compassionately
from initiation to transformation

- **Get them Coached:** On Business Transformation
- **Get them Groomed:** On Personal Transformation

through **NATIVE LEAD ACADEMY**

HOW? >>> Our 4-Pronged Strategy

Enabling >> Nurturing >> Incubating >> Investing



3

INCUBATE Intelligently
through **CO-CREATORS Network**

Accelerators | Technology Business Incubators |
Government Organizations | Corporates | R&D Centres

- **Get them Connected:** To build MVP
- **Get them Market Ready:** To gain traction



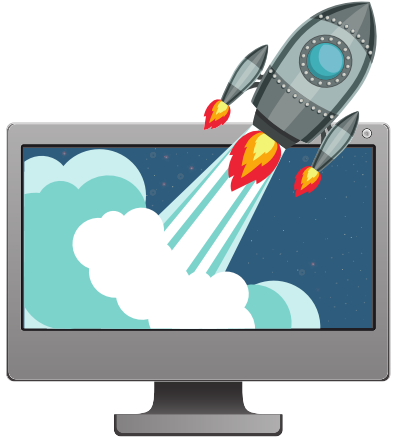
4

INVEST Prudently
through **INVESTORS Network**

- **Get them Funded:** To build and grow
- **Get them Scaled:** Locally and globally

WHAT did we accomplish in the last 6 years?

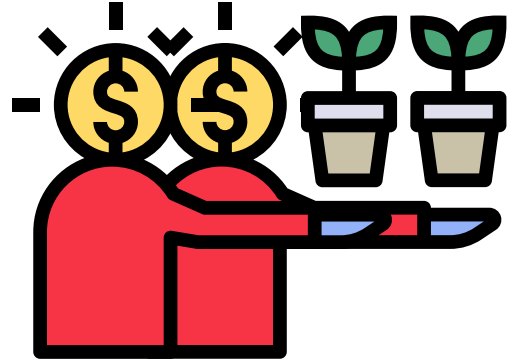
Startup Initiatives + Community Building



**Take off in 2014
Registered in 2012**



**Started 8 Chapters
across Tamil Nadu**



**Created 242+ Strong
Investors Network**



**Formed a Pool of 60+
Renowned Mentors**



**Made 11
Investments**



**Engaged with 300+
Startups**



**Impacted 100+ Educational
Institutions through TN
Government Initiatives**



**Sensitized 100K Students
on Entrepreneurship**



**Helped Students to
Generate 2K + Ideas**



**Conducted 300+
Events across TN**

WHAT did we do in Cities & Towns?

Location-Specific Offline Initiatives



AARAMBAM

@ Madurai

In association with
Young Indians | CII



Startup Contest of Salem

OHLI MAYAM

@ Salem

In association with
Young Indians | CII



YUTRY

@ Trichy

In association with
Young Indians | CII

THE PITCH

"Coimbatore Start-up Funding Carnival"

THE PITCH

@ Coimbatore

In association with
Coimbatore Vizha

Startup Mania 4.0
Let's get bizzy

STARUP MANIA

@ Erode

In association with
Young Indians | CII



STARTUP TAMIL NADU

Final Event @ Chennai converted into a
Virtual Summit due to lockdown

@ 12 Cities

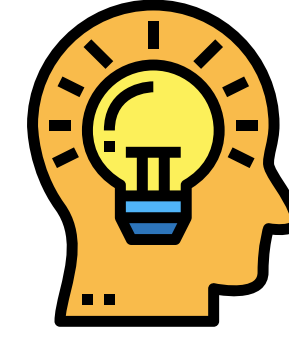
In association with
IIT-Madras Incubation Cell
& EDII, Government of Tamil Nadu

WHAT did we do during COVID-19 Lockdown?

SIX NEW Online Initiatives



Brand Stories



நாளை நமதே
Redefine Yourself.

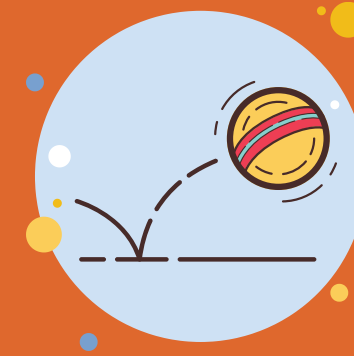
Knowledge Series



Open Sales Pitches



Counselling Program



**BOUNCING
BOARDS for
Problem Solving**



**Getting Ready for
Startup Tamil Nadu
2020 Virtual Summit**

WHERE do we want to go?

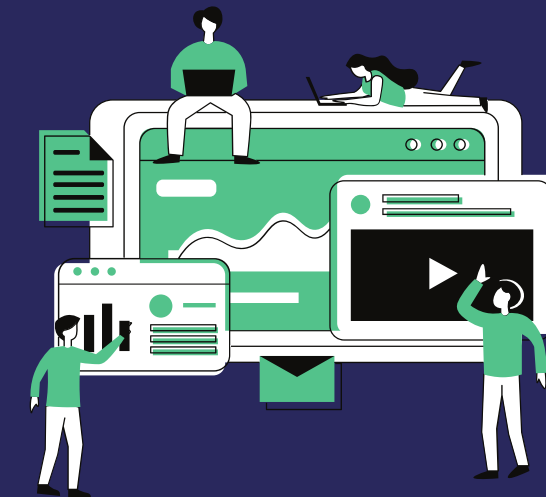
Aspiring for Global Wings with Local Roots

COMMUNITY INITIATIVES



- Establish **NATIVE CONNECT CHAPTERS**
in all the Major Cities of the World
- Establish **NATIVELEAD LOCAL CHAPTERS**
in all the Districts of Tamil Nadu

STARTUP INITIATIVES



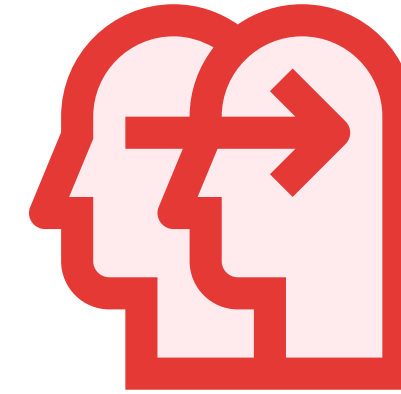
- Launch of Startup Tamil Nadu **GLOBAL PORTAL**
- Start a World Class **ACCLERATOR PROGRAM**
- Build Nativelead **ACADEMY | VIRTUAL SCHOOL**
- Build a World Class **MARKETPLACE PORTAL**
- Build a Multi-Pronged & Globally-Connected
INVESTMENTS PLATFORM

WHOSE support are we seeking?

Welcoming Proactive Involvement from the Natives of Tamil Nadu Living across the Globe



Become an **Angel/Strategic Investor** in innovative & scalable Startups



Become a **Strategic Mentor** to nurture & groom Startups



Become a **Social Investor** to build & scale Nativelead



Contribute with your **Tech Skills & IT Wizardry**



Contribute with your **Functional & Domain Expertise**

Marketing | Marketplace Connect
Finance | Legal | HR etc.



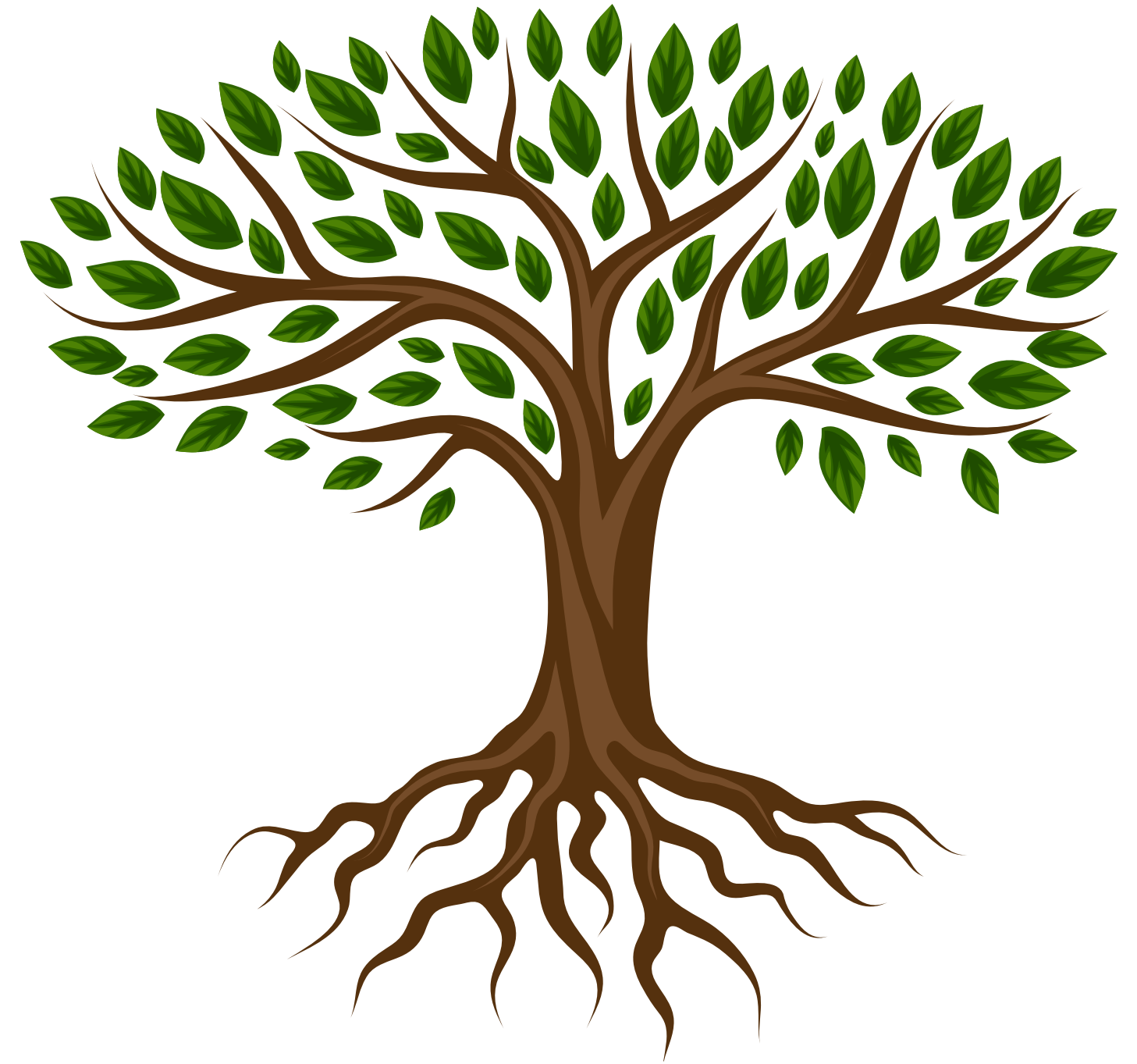
Support **Resource Mobilisation & Provide Connect to Investors & Mentors**

Reconnect with your Roots by Joining Hands with Us

At Your Service
Team NativeLead

r.sivarajah@nativelead.org
[+91-98409-44410](tel:+91-98409-44410)

www.nativelead.org



Madurai

Coimbatore

Erode

Salem

Karur

Trichy

Tuticorin

Chennai



r.sivarajah@nativelead.org
+91-98409-44410

THANK
YOU

#StaySafe