

# Growth Catalyst



“Growth is never by mere chance;  
It is the result of forces working together”

-----James Cash Penny



Start-up and Business venture struggle is a common challenge. Many deadlocks/problems have to be cleared for a steady growth and sustainable model for a start-up. Lemon Ideas provides growth catalyst program to help these business ventures to grow and innovate.

## Objectives of program:

The main objectives of the program are:

- Explore the best ideas for growth and long term positioning
- Experiment such ideas and get real life feedback for realistic business modelling
- Identify potential challenges and work around them
- Develop a scalable model for growth
- Identify opportunities for innovation , technology usage and social impact models

## Audience:

Any individual or team who is passionate about taking their creation to next big level

- Team of individual who has worked for minimum 12 months on a specific idea/start-up/innovation/venture and less than 20 people team
- Fresher or an experienced professional but available full time for the start-up
- Seasoned entrepreneurs or working professionals are requested to work out customized consulting/mentoring program in consultation with LEMON team

## How it works:

You are the decision maker of your own belief. So you will decide if you want to be mentored around your start-up and give it a faster growth. Lemon mentor will help you to make the best decision according to your requirement and ability. It will take few meetings but once you make your decision you will be on the mentorship boat to sail towards a successful path of taking your start-up up high. The key dimensions of Growth mentorship are Opportunities sighting, Technology, Innovation and Networking. You would also be part of workshop for group mentoring and leverage the benefits of co-creation and collective learning.



Explore



Experiment



Execute



Enjoy

Additionally, Empaneled Lemon Start-ups will get an access of funding through its network of Investors. Lemon would also help start-ups to grow in new geographies and scale their operations.

Lemon Growth Mentorship has following ingredients:

- Support in bringing Innovation in the Offering and Services
- Work on Business modelling for new ideas or existing concepts
- Support for leveraging Technology to the best for growth and bringing unique proposition for the customer
- Support in identifying the right network and approach to scale to new geographies and location
- Branding and Positioning
- Identify the right ideas for creating social impact through start-up



**Innovation**



**Technology**



**Network**

Innovation in product & concept

Innovation in reach out & marketing

Innovation in talent model

Exploring possibilities of open innovation & social impact

Exploring possibilities on cost optimization

Identifying technology intersections for growth

Exploring digital possibilities for e-world

Leverage social media in true sense

Making technology as enabler as well as driver for growth

Networking for new market geographies

Networking for increasing customer acquisitions

Co-creation with larger audience

Networking for access to growth ideas/funds/investors

### Approach:

- One on One (O3) coaching: LEMON respects uniqueness of each person and hence focuses extensively on each person's ability, interests and aspirations while converting an idea into reality. A One on One (O3) coaching by prominent mentors gives you the platform to learn from the experienced people from diverge domains which makes this mentoring more powerful and 100% result oriented.
- Group Mentoring workshops: Lemon regularly organizes workshops for Ideation, Business Modelling, Technology usage, Innovation and Marketing strategies. Based

on specific requirements as identified by mentors, you would be given opportunities to be part of such group mentoring (in person or over internet )where power of group learning and approach of co-creation would be leveraged for the benefit of entrepreneurs.

- **Idea Funnelling:** To identify the best ideas for innovation/growth, you have to start with boundary less ideation where lot of ideas would increase the chances of getting the best idea. Idea funnelling through a proper systematic process helps you to get those innovation & novel ideas for growth.
- **Do-It-Yourself (DIY):** Do-it-yourself approach helps you to have a hand on experience on everything you do with an in depth knowledge around all tasks assigned to you by mentor. Entrepreneurship is about doing and not just planning.
- **Driven by Self Awareness and individual uniqueness:** Every start-up is unique. Every individual is unique. So the plan to grow a start-up also needs to be uniquely crafted. Your talent and unique abilities are given more stretch to bring out the right ideas for you. Since the program journey has only mentee and mentor, there is total zoom on the mentee.

**Mentorship & Guidance-** Some of the most experienced and eminent mentors across world would extend mentorship to selected teams. The overall mentorship includes domain specific mentorship, technology mentorship and start-up mentorship. Focus areas for start-ups at LEMON are Education, Technology, Hospitality and Social. Business ventures/Start-ups would get timely attention and guidance at every phase of their execution and guidance on the pitfalls of starting up. In addition LEMON also prepares teams to make a perfect pitch when it comes to raising money for growth at the right time. Every Start-up would have unique requirements and LEMON plans to offer what is required the most for start-ups. Through its network of mentors, buddy mentors and partners; LEMON offers expert mentoring around challenges where experience and maturity can make a good difference. Few areas where mentorship could be extended based on specific needs of the mentee are:

1. Domain mentorship
2. Business Modelling
3. Branding & Positioning
4. Digital Media
5. Defining the product, Consumer Empathy
6. Technology Leveraging
7. Innovation Strategies
8. Making the right sales pitch
9. HR/Talent models
10. Legal matters
11. Raising Money
12. Managing Finance matters

**Conceptualization & Planning**-Business ventures need to have a clear understanding of the strategic objectives of the enterprise and relate them to the growth of the enterprise. The innovation and growth ideas needs to align to the enterprise strategies and should differentiate with other similar competitive offerings. Lemon helps start-ups in both to have a clear understanding of the strategic objectives and competitive positioning for the ideas for growth. LEMON expects some pivoting when it comes to “hunting for innovation” This includes good research on previous ideas and start-ups.

**Innovation & Real Life Immersion**-Just a brilliant idea is not enough to build a successful venture. Lemon helps start-ups to innovate in real life for the right validation, immersion with real environment and customers. All new ventures/start-ups have to explore and analyse for the best strategies for growth and innovation. The result has to be in form of better positioned start-up. Lemon Mentors would help the teams to implement innovation and ideas for growth in the best possible way and collect the real life feedback during pilot run to help entrepreneurs decide the best approach for their growth and scale up journey.

**Growth Strategy & support for business ventures**-The bottom line for business ventures as well as start-ups is to focus on those strategies that are at the lowest rungs of the ladder and then gradually move your way up as needed. Innovation is vital to be a leader and differentiator. LEMON helps identify and discover those ideas which could provide the much needed growth and market presence. Various aspects of Innovation funnel, talent models, big ideas for product/services, digital marketing among others are considered for growth and innovation.

**Funding** - Lemon invests and provides the required resources at very early stage of Idea conceptualization because we think money is like oxygen for any start-up, which requires in a small amount but very much needed to breath. This makes sprouting of LEMON start-ups easy and feasible. Though LEMON strongly recommends bootstrapping approach for early stage need of money but in case of specific need of growth funding, Lemon has network of HNI’s and investors who are keen to support and fund brilliant teams and ideas.

### **ACTON On Demand**

Acton On Demand is entrepreneurial training at your fingertips, created by the master entrepreneur teachers at Acton. It provides eight to sixteen week courses that cover the strategies, skills and step-by-step frameworks that explore the essence of what it means to be a successful entrepreneur. Acton On Demand is designed for those who want to take their idea from concept to launch, who are searching for the right tools to grow their small business, or who don’t have the time or access to pursue the intensive MBA program.

#### **Core Objectives/Benefits:**

Acton’s mission is to prepare talented and dedicated participants for extraordinary lives as principled entrepreneurs. The simulation and case-based curriculum teaches you to value the right questions over the right answers and, most importantly, to become a lifelong

learner. Unlike narrow technical skills that can rapidly become obsolete, the skill of “learning how to learn” will serve you for the rest of your life.

#### Features:

**Smart Timeline** - A built-in road map to help you stay on track with tasks and learn all the material.

**Journal and Tagging** - A tool for capturing and synthesizing the tactics, strategies and mindsets you learn along the way.

**Team Building** - You will be required to invite a mentor and a peer to enhance your learning through reviewing and commenting on your work.

*Lemon Ideas is partnering with the Acton School of Business, Texas, USA to offer two entrepreneurship courses for its participants using the Acton On Demand platform.*

## Get, Set, Grow

A 90-day introductory course on Entrepreneurial Growth by Lemon School of Entrepreneurship, powered by the Acton School of Business.

**Introduction** - Get, Set, Grow is a 12-week, advanced level course that equips entrepreneurs with the knowledge and skills needed for growing a business. This course will teach you how to avoid the self-employment trap through working on your business and not in it.

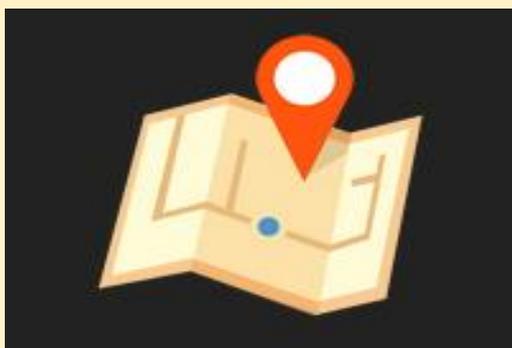
**Age eligibility** - Open for all

**Duration** - 12 Weeks

**Approach**-Get, Set, Grow consists of approximately 37 experiences; mini adventures and exercises that center on a critical entrepreneurial tool, habit, or character trait. In each experience, you have something to learn, something to do and questions to help you reflect on how the experience has changed your future actions and, ultimately, character.

- Step-by-step frameworks for "networking" the right way.
- Fun simulation games that will put your bootstrapping, cash flow and operational skills to the test
- Diagnostic frameworks for cash flow and valuation, sales and customers and operations and costs
- Interactive problem sets to work through growth dilemmas
- Animated sequences to illustrate concepts critical to growth.
- How to hire for growth

## Mentorship Stages:



### Stage 1 – Explore for Growth

**Objective** – Exploring ideas and possibilities for growth and Innovation for the venture

**Offerings** – Understanding interests, possible innovations for start-up, ideation, mapping skills and abilities, Ansoff matrix/Ideation, Funnelling, Co-creation, cohort's support, expansion, diversification

**Approach** – Individual Meeting, discussion, self exercises and Group mentoring workshops

**Duration** –

**Estd. Mentorship: 15-20 hours**

**Estimated Self-work : 20-40 Hours**

**Tenure: 2-4 weeks**

**Output** – Identification of unique innovation ideas that can be executed for the growth

### Stage 2- Experiment for Innovation

**Objective** – Engage, Analyse, Preparing execution plan

**Offerings**- Adjacency Mapping, research, planning and feasibility, real life immersion, consumer empathy, Core competency mapping, feedback, fine tuning of plan/concept, technology usage and investment plan etc.

**Approach** – Meeting, brainstorming, Market research, Business modelling, competitor analysis and Group Mentoring

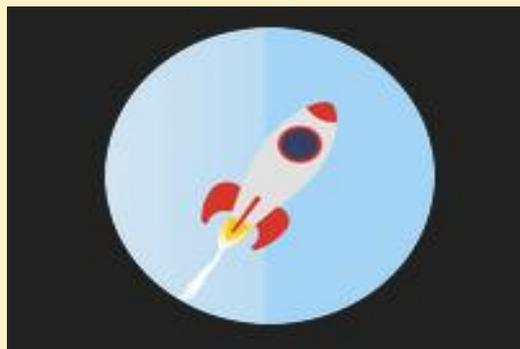
**Duration**–

**Estd. Mentorship: 20- 30 hours**

**Estimated Self-work: 60-80 hours**

**Tenure: 6-8 weeks**

**Output** – Feedback & Validation from potential customers, rejection – selection of the required change / innovation to be introduced in the Venture



### Stage 3- Execution for Growth

**Objective** – Working on your plan, preparation, fine tuning, Growth plan preparation, pilot run for innovation/ideas, identifying right resources (team, resources etc), Lean model

**Offerings** – Co-working space, regular follow ups, review meetings, Brand creation, new areas for work

**Approach** – DIY (Do IT Yourself), Simulation, Extrapolation, Customer meetings, Informal interaction with Mentor and Lemon Team

**Duration** –

**Mentorship: On regular basis/Review**

**Self-work : Extensive hours for execution**

**Tenure: Minimum 2-3 months**

**Output**–Business venture with a pinch of freshness

### Responsibilities of Mentees:

To be involved in a mentoring relationship is a privilege for both and as a result it is important to be gracious and thoughtful towards each other. When unclear about what to do or how to act, please seek guidance from the mentoring resources, or better yet, ask mentor. The gesture of asking conveys respect for what the Mentor - Mentee are working to accomplish.

- Eagerness to learn and open for fresh ideas
- Ability and willingness to work as a team player
- Patience, Be a risk taker
- Have a positive attitude and respects others



### Stage 4– Enjoy (Output/Empanelment)

**Objective** – Working on business venture for growth

**Offerings** – Strategic direction, branding, positioning, pitching to investors, managing operations etc

**Approach** – Self work by mentee

**Mentorship (if any)** : As per LEMON empanelment process , regular interactions for help

**Duration** – As per MOU/Individual's plan

**Output**–LEMONY venture on growth

- Be responsible (i.e. show up on time or contact your mentor ASAP) and put forth your best effort
- Actively participate in your project tasks
- Be patient, open, and honest with your mentor
- Take initiative & expand on the information your mentor provides you (i.e. through additional readings, exercises)
- Provide ideas and suggestions
- Provide with information regarding presentations and publications as they arise
- Be self-motivated, but ASK for help to make sure you fully understand your need
- Be open to advice from your mentor

### Code of Conduct:

- Mentee should be particular about the timelines stated during the mentorship
- Monthly review of the performance would be done
- All communications to be directed via email
- Promptness in action expected from the mentee
- The schedule on day to day basis agreed upon should be adhered to strictly by the mentee
- If opting for Co-working space then proper care should be taken of the office space being used
- If meetings are scheduled by the mentee, LEMON should be informed a day prior to book the meeting rooms and other requirements
- Outstation candidates to make their travel and stay arrangements
- In case of Non- performance by any candidate/team, Lemon ideas would reserve its right to disqualify the individual/team from the mentoring and no refunds will be given in such situations.

### Lemon Overview:

Lemon Ideas is on a mission “Innovation by EveryONE” and is working towards empowering talented individuals to convert their Ideas (Lemons) into innovation/start-ups (Lemonade). We believe that you have that Lemony Idea which could be the next million dollar idea. Ours is the only lemonade that has the cocktail of Talent & Innovation. Our propriety models ‘Lemon Innovation Axes’ & ‘Ideation Triangle’ will squeeze the bucketful of ideas from you. Lemon Ideas offers various programs for mentorship to fulfil needs of aspiring innovators and entrepreneurs. These programs are designed in a way where individual uniqueness is the key driver for mentorship and coaching. The broad Implementation of mentorship programs are as per Lemon Innovation Process <sup>TM</sup> and Lemon Idea Funnel <sup>TM</sup>. The best part of the LEMON mentorship programs is that they are driven by O3 (one on One) coaching methodology where the outcome is guaranteed.

### Lemon Mentors for you:

Deepak Menaria

Deepak is a passionate Creator, Executor and brings along multiple creations including Software Company, Social organization, Various Initiatives, programs, movies and process models. His avid love for experimentation and taking offbeat paths filled with 'crazy' ideas has been a visible colour in his self-made professional journey. His rich experience includes Managing Talent and People functions in IT industry. Before Lemon ideas, he has co-founded ONE Foundation and Lambent Technologies (Now GlobalLogic). He has mentored over 100 talented professionals over 15 years of professional journey and is currently mentoring 10+ start-ups ideas. He is regularly quoted in regional and national media publications on start-ups, innovation and education.

### Nitin Gujarathi

Nitin has over two decades of experience in guiding & managing start-ups / established organizations in India and Asia Pacific region. He has executed engagements in industry domains such as Insurance, Financial Services, Information Technology, Software Services, ITES / Business Process Outsourcing, IT Infrastructure, PC Manufacturing, Media, Publishing, Consumer products & Retail. Nitin leads the mentoring and start-ups initiative at Lemon.

### Dr.Rajeev Roy

Rajeev Roy became an entrepreneur soon after completing his PGDM from IIM Ahmedabad. He was an entrepreneur for nine years before he joined academics. His ventures include food processing, agriculture and knowledge process outsourcing.

Currently the Chief Gardner at the Lemon School of Entrepreneurship (LSE), he taught entrepreneurship for over nine years and was a full time faculty member at Xavier Institute of Management Bhubaneswar (XIMB), IIM Raipur and Loyola University Maryland.

He has mentored several entrepreneurs and is on the advisory board of National Entrepreneurship Network (NEN). He has been an advisor or a consultant to several governments and multi-lateral organizations on the development of entrepreneurship.

### Dr.Tejinder Singh Rawal

Dr.Tejinder Singh Rawal is the senior partner in T S Rawal & Co., Chartered Accountants, the leading firm in Central India specializing in taxation, corporate consultancy and IS Audits. He is widely qualified including M.Com. M.A. (Economics), M.A. (Public Administration), LL.B., FCA, DISA, CISA, CISM and PhD(Tax).He is socially very active and has been associated with numerous organizations. Dr.Rawal is an avid golfer and has participated in many golf tournaments.

### Dr. S. Jeyavelu

S. Jeyavelu, a Fellow of IIM-A, is an Organization & Leadership Consultant. He is currently an adjunct professor at IIM (K) and has many published papers and cases to his credit. Thanks to his rich experience across all types of organizations, he has designed and delivered programs on varied issues including innovation, creativity for competitive advantage, managerial creativity, interpersonal skills and team building, organizational change &

transformation and leadership. Various organizations have been consulting him on training interventions, survey feedback, restructuring, as well as writing cases.

### Praveen Kanda

Praveen is a passionate technology developer with 15+ years of experience in mobile software development. He has witnessed the evolution of mobile technology since last decade and has been part of the transformation and changes in mobile space. He is VP (Engineering) with XYMOB and has previously worked with leading product development companies like Autodesk, GlobalLogic and Lambent. He is Pioneer in developing location platforms for wireless operators in Asia and North America.

### Dr.Dwarika Prasad Uniyal

Dr.Uniyal is the founding faculty member at IIM Kashipur where he was also the first Chairperson of Placements and Corporate relations. In the past he was the founding Dean of Jindal Global Business School, O P Jindal Global University and founding Head of Department at SP Jain Global School of Management, Dubai. In a career spanning 15 years he served as faculty member with MICA and SPJIMR, Mumbai where he taught marketing area subjects. The Govt. of India nominated him as National expert in Retailing in Asian Productivity Organization, Tokyo. He is also the Co-author of bestselling text book "Managing Retailing", published by Oxford University Press. He has taught at all the premier business schools in India, Middle East, South East Asia and New Zealand. He ran two incubators and funded two businesses at different business schools and mentored many entrepreneurs among his participants.

### Sanjay Arora

Sanjay is CEO, Shells Advertising. Sanjay is popularly known as "Branding Guru". Shells is a highly professional, full service advertising agency with a proven track record of over 25 years in leveraging its strategic and creative abilities to build strong brands. Sanjay is a specialist in Strategic Brand Communications, Creative Concept Development & Writing for Campaigns, Brochures, e-Brochures, Presentations, Websites etc. He is been faculty for Brand Management at IMT and at Department of Business Management with more than over 13 years of teaching experience

### Dr.PrabodhYelne

Dr.PrabodhYelne is a Director of Institute of Psycho Management Studies. He is a Consultant Psychotherapist and is a founder President of Association of Counsellors and Psychotherapists, Nagpur. He has worked as Consultant & Professional Counsellor for Reserve Bank of India and many other organizations in central India. He was visiting Faculty since 2000 to all reputed management colleges including Institute of Management Technology (IMT).

### Vivek Paliwal

Vivek is currently IT Operations Manager – Business Intelligence at GE Capital New York, USA. Vivek is a computer science engineer currently working at GE Capital and has around 15 years of experience in various industries. He worked as Data warehouse specialist at XL Capital Ltd. He was also associated with other major industries such as Mascon Global Limited, ISC Software Consulting, XL Capital Ltd.

In addition, LEMON has network of 100+ mentors, buddy mentors and ecosystem partners to bring the most valuable input for the business journey.

*Your Idea deserves a chance!*

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