

THE BIG LEAP CASE STUDY

Navigating New Horizons: Australian Tech Ventures Pave the Way into India's Market



Supported by



Program Partners



INDIA- AUSTRALIA ACCELERATOR PROGRAM

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THE OPPORTUNITY:

India's robust GDP growth rate, averaging around 7% annually, cements its status as one of the fastest-growing economies worldwide. This consistent expansion positions India to emerge as one of the largest economies globally.

India's burgeoning startup ecosystem, fueled by a young and tech-savvy population, provides fertile ground for international ventures to thrive and scale. However, navigating the complexities of this market requires specialised knowledge, strategic planning, and local support.

Spearheaded by **T-Hub** and its international arm, **T-Bridge**, in partnership with leading entities, the **Big LEAP Accelerator Program** has carved a unique path for Australian tech founders in the Indian market.

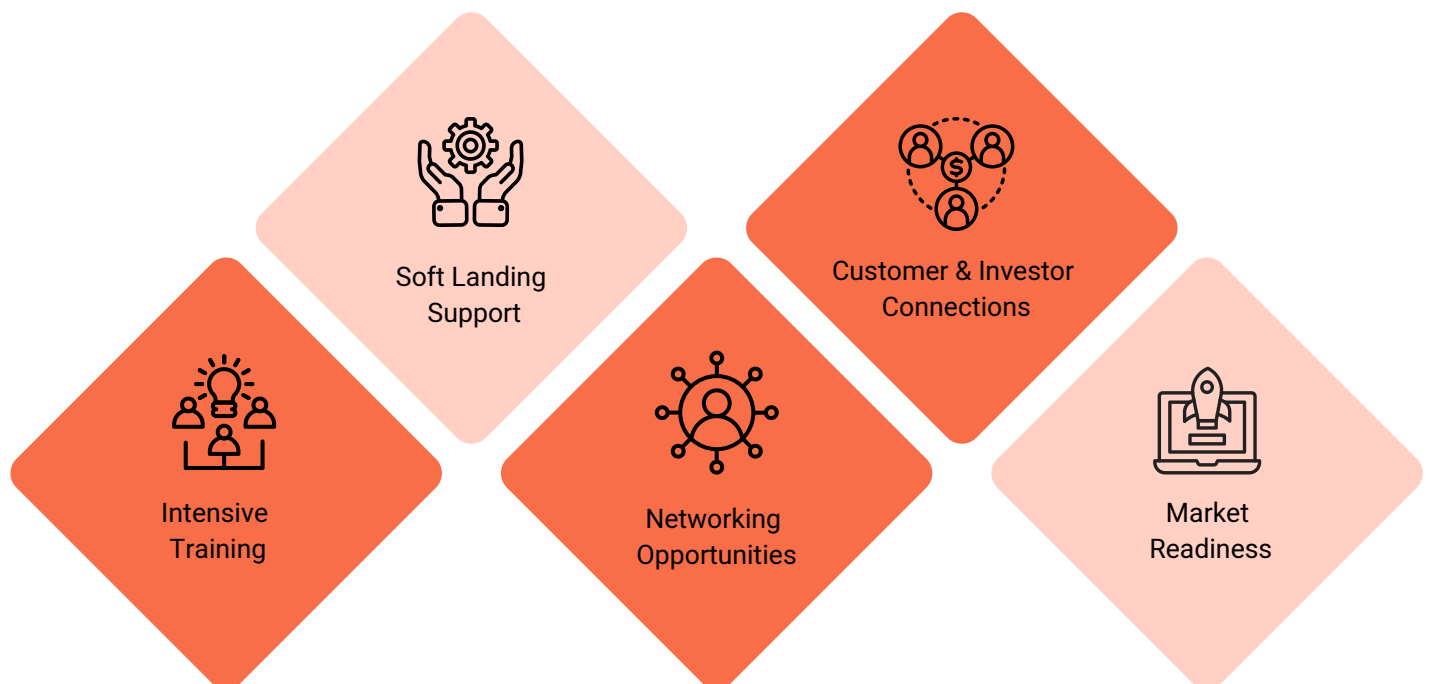


THE SOLUTION :

The Big LEAP Accelerator Program is a collaborative endeavour supported by AusIndustry and spearheaded by Arrow Digital in partnership with T-Hub and La Trobe University. It is positioned as a unique accelerator program dedicated to ushering Australian tech startups into the Indian market.

Focused on granting unparalleled access to India's abundant opportunities, the program aims to assist selected startups in honing their Product-Market Fit (PMF) and crafting bespoke Go-To-Market (GTM) strategies.

The Big LEAP Accelerator Program provides a robust framework comprising intensive training, soft landing support, and curated networking avenues. The program empowers startups to overcome entry barriers and seize growth prospects within India's thriving tech ecosystem by fostering valuable connections with potential customers and investors.





THE IMPACT :

Since its inception, the Big LEAP Accelerator Program has significantly impacted participating startups and the broader Australian tech ecosystem.

Furthermore, the program has fostered valuable connections and collaborations between Australian and Indian stakeholders, driving cross-border innovation and establishing long-term partnerships for mutual benefit.

LENSELL®

maxme

+Life

linkxmate

TECH IDEAZ

willing

10

Product Validated for India

10+

Investor Connects

6

India Market Ready

100

Business Connects

1

Successful Pilot

60+

Ecosystem connects

80+

Mentoring Hours

10+

SME Sessions



THE KEY TAKEAWAYS :

Need for Customized Support:

In the intricate realm of international expansion, startups require tailored assistance to navigate global markets. Customised training, mentorship, and market readiness programs are essential to address the unique challenges and requirements of startups venturing into new markets.

Importance of Collaborative Ecosystems:

Collaboration among government agencies, industry partners, and academic institutions is paramount for the success of international expansion initiatives. By leveraging the collective strengths and resources of diverse stakeholders, accelerators foster a collaborative ecosystem conducive to startup growth and innovation.

Adaptability in Action:

By proactively monitoring market trends, regulatory changes, and emerging opportunities, accelerators ensure that startups receive the most relevant and up-to-date support and guidance. This adaptability enables startups to navigate uncertainties and capitalise on emerging trends, positioning them for long-term success and sustainability in the global marketplace.

CONCLUSION:

The Big LEAP Accelerator Program aligns with T-Bridge's mission to bridge gaps and build a seamless ecosystem for global innovation. It's not merely about expanding geographical reach but also about celebrating the mutual growth, learning, and successes that cross-border partnerships can bring. By addressing the unique challenges and opportunities of the Indian market, the program empowers startups to take a leap forward in their journey toward global success.