

ELEVATE by D2C Insider

Unlock the Next Level of Growth for Your D2C Startup

Program Vision

Elevate by D2C Insider is a learning platform to help young founders accelerate their D2C brand journey and improve brand success rate by learning from the failures & successes of marquee founders and operators.

Mission

To empower 1000+ D2C Founders by 2025 with fair representation of Tier 1, Tier 2 and women founders by providing a structured D2C playbook for growth acceleration.

Target Audience

- Operational D2C Website
- INR 5L to INR 20L Monthly Revenue Run Rate
- Familiarity with Basic Concepts (Test Now)
- At least 1 top-tier marketplace presence (Amazon, Flipkart, Myntra, etc)

Course Overview

12 weeks of hands-on actionable learning along with a peer network of similar-stage fellow founders, a growth acceleration reward program, mentorship from experts and access to raising funding from investors.

Learning

- *Learning from failures/successes of marquee founders, helping you avoid similar mistakes & reinventing the playbook*
- *Practical hands-on actionable learning from seasoned operators*
- *Structured curriculum through pre-reads, live sessions & assignments*

Reward Program

- *Immediate cost saving for your startup by providing you with free credits via curation of multiple service providers across D2C functions, helping you to choose the correct vendors and saving significant capital on these services.*
- *Rewards across essential areas including branding, marketing, advertising, marketplace management, warehousing, logistics, packaging, payments, customer support and technology.*

Fellow founder community

- *Curated cohort community, providing a platform to engage in discussions, ask questions & start threads on diverse topics*
- *Peer learning with personalized 1-on-1 meetings with fellow founders, creating opportunities for shared insights and growth*
- *Continued alumni network post-course completion*

Funding

- *Introduction to Institutional Investors via expert sessions*
- *Access to 50+ investors & angels through Demo Day*
- *Committed capital worth INR 25L to top 3 Demo Day winners*
- *Support to get connected to investors up to 12 months from enrollment*
- *Priority evaluation by D2C Insider Super Angel fund for raising up to INR 1Cr.*

Mentorship

- *Experienced founders & CXO of leading D2C startups as cohort mentors*
- *Single mentor assigned to startups for the course duration*
- *Smaller 'Group Mentor sessions' conducted for 1-on-1 Q&A and advisory.*

Exclusive Community Benefits

- *Visibility in D2C Insider Newsletter, subscribed by 15000+ Founders & Investors*
- *Priority job listing in the D2C Insider Jobs portal.*
- *Exclusive offer promotion by D2C Insider community*
- *Discounted access to D2C Insider events*
- *Exclusive access to selective invite-only meetups of D2C Insider.*

Course Curriculum

Key Highlights

- 8 Key Focus Areas
- 17 Modules covered in the program
- 12 weeks Duration
- 30 Live Sessions by Founders, Operators & Industry Experts
- 75+ hrs. of Learning

Course Topics

Area	Modules	Masterclass		Brand Operator (CXO/ Department Heads)	Industry Experts
		Founder	Investor		
D2C- Fundamentals & Industry Overview	D2C - Intro, overview, scope	-	1	-	-
Product Development and PMF	Product development cycle & PMF	1	-	1	-
Brand Building & Marketing	Brand Building	1	-	-	-
	Customer Experience	1	-	-	-
Captive Growth	D2C Growth Hacking	1	-	-	-
	Acquisition - Organic & SEO	-	-	1	-
	Acquisition- Meta & Google Ads	-	-	1	-
	Content & Marketing	-	-	1	1
	Acquisition- Affiliate Marketing & Partnerships	-	-	1	1
	Retention/ CRM	-	-	1	1
Marketplace Growth	Conversion Rate Optimisation & Analytics	-	-	-	1
	Marketplace Channel Strategy	1	-	-	-
	Organic (Marketplace hygiene)	-	-	1	1
Customer Experience	Inorganic	-	-	1	1
	Warehousing & Logistics	-	-	-	1

	Inventory Planning & Forecasting	-	-	1	1
	Customer Support	-	-	-	1
Funding & Finance	Finance, Unit Economics, Funding 101	1	1	-	-
Culture & Hiring	Team, Culture & Values-Hiring & Managing	1	-	-	-
TOTAL		9		9	9

Week in ELEVATE program

Sat	Sun	Mon	Tue	Wed	Thurs	Fri
Masterclass Session			Mentor Connect & Special Sessions			
2 hrs.	2 hrs.		2 hrs.			

Core Sessions Live, interactive sessions	Workshops, Mentorship Group mentorship	In Person meetups
Masterclass	Special Session (by Industry Experts) Mentor Connect Group mentorship sessions	Demo Day (Final Week) Investor Meetup Cohort Meetup

Value for money

Benefit of being part of ELEVATE learning cohort, get **40x return** along with learning, mentorship, access to capital and community!

Benefit	Market Value	Course Value
Expert Learning Session	INR 15L (20000* 75 hrs.)	INR 1.19L
Rewards Program	INR 15L	
Mentorship	INR 4L	
Demo Day Funding*	INR 25L	

Exclusive Community Benefits	INR 1L	
Total	INR 60L	

**Valid only for Top 3 winners*

Course Application & Pre- Requisites

ELEVATE by D2C Insider welcomes applications from all D2C brand founders, meeting the following criteria:

- Operational D2C Website
- INR 5L to INR 20L Monthly Revenue Run Rate
- Familiarity with Basic Concepts (Test Now)
- At least 1 top- tier marketplace presence (Amazon, Flipkart, Myntra, etc)

Application Process

Submit your application [online](#). The curation team will then review the applications and share a shortlist.

Selected candidates will be invited for an interview, and those who successfully pass the interview will receive an invitation to join the cohort.

Join Us in Unlocking Your Startup's Potential!

Don't miss out on this opportunity to learn, connect, and secure the resources you need to unlock your next level of growth.