

StartupHai — 1:1 Mentorship (3 Months)

Fee: ₹30,000 (one-time) · **Format:** Personalised mentor partnership · **Access:** Priority reviews + events

Deep, practical guidance to solve your biggest bottleneck — growth, fundraising, product, hiring, or finance — with a plan that fits *your* reality.

1) What This Is

A **3-month, one-to-one program** where you work directly with a mentor who's built or led in startups. We focus on *your* top challenges and design a plan you can follow. We meet every two weeks, track progress, and adjust fast.

Who this is for: founders at any stage who want clarity, decisions, and momentum on a specific set of problems (e.g., pricing, fundraising deck, hiring first sales rep, fixing churn).

2) Outcomes You Can Expect

- **A custom growth plan** (what to do weekly for 12 weeks).
- **Hard decisions made** — pricing, target customer, channel focus, hiring timeline.
- **Investor/business narrative** that lands (pitch that explains *why now, why you, why this*).
- **Sales improvements** — better discovery, demos, and follow-ups.

- **Numbers clarity** — simple P&L view, CAC/LTV, runway and goals.

Measured improvements we aim for (indicative):

- 10–25% lift in close rate within 6–10 weeks.
 - 15–30% reduction in wasted spend (ads, tools, vendors).
 - Faster “yes/no” on experiments so you stop bleeding time.
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3) How It Works (cadence & support)

- **Bi-weekly deep-dives (60–75 min)** — focused sessions on one theme at a time.
 - **Async support** — WhatsApp/Slack for quick reviews (copy, landing, decks, numbers).
 - **Artifacts delivered** — drafts polished into usable assets (scripts, pages, calculators).
 - **Progress tracking** — one shared sheet with weekly numbers and actions.
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4) Example Mentorship Tracks (pick what you need)

1. GTM & Sales Track

- ICP & messaging refresh → outreach system → discovery scripts → demo flow → objection bank → closing plan.

2. Pricing & Packaging Track

- Value mapping → tiers/bundles → guarantee → price test plan → roll-out → impact review.

3. Fundraising Readiness Track

- Narrative → 10-slide deck → data room checklist → outreach list → mock Q&A.

4. Churn & Retention Track

- Onboarding fixes → activation checklist → success metrics → feedback loop → save-plays.

5. Team & First Hires Track

- Role scorecards → interview kit → 30-60-90 onboarding → weekly 1:1s → success metrics.

We'll tailor the track. You can mix two if they're connected (e.g., pricing + sales, churn + onboarding).

5) Glossary

- **ICP:** your best-fit customer description (keeps outreach focused).
- **Activation:** the moment a new user actually *uses* value (e.g., first task created).
- **Objection bank:** common reasons prospects say “no” — with your best answers.

- **P&L:** Profit & Loss — a simple table showing revenue, costs, and profit.
- **Runway:** months you can operate with current cash and burn.

6) Example 12-Week Path (one possible plan)

Weeks	Focus	What we do
1–2	Diagnosis & Goals	Baseline numbers, pick 1–2 core outcomes, shortlist experiments.
3–4	ICP & Messaging	Rewrite 1-liner, website hero, outreach message.
5–6	Offers & Pricing	Build value ladder, set test prices, landing review.
7–8	GTM System	Build lead list, automate outreach/cadence, publish 2 assets.
9–10	Sales Ops	Discovery script, demo story, objection bank; review 2 calls.
11–12	Numbers & Plan	Unit economics clean-up; 90-day plan and hiring checklist.

7) Value vs Cost (10× ROI logic)

Fee: ₹30,000 (one-time).

Sample ROI math:

- Lift close rate from 12% → 16% on 25 demos/month = **1 extra win/month**. At ₹50,000 per win → **₹50,000/month** extra.
- Reduce tool/ads waste by ₹10,000/month → savings start immediately.
- Avoid one wrong hire/vendor → **₹1–3 Lakhs** saved.

The mentorship fee usually pays back within weeks; the compounding value is far bigger.

8) What We Expect From You

- **Honesty about numbers and constraints.** We work with reality.
 - **Do the weekly actions** (2–4 hours/week). Small, consistent steps beat big plans.
 - **Share call recordings / pages / ads** so we can give precise feedback.
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9) How We Start (onboarding)

1. Short form: stage, bottleneck, goals.
 2. 20-min fit call to align expectations.
 3. Access to a shared folder + dashboard.
 4. Session #1 booked; quick wins list created.
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10) Fairness & Support

- Missed a call? We reschedule within the same fortnight when possible.
 - Not seeing movement after 6 weeks *and* consistent action? We add **one extra session** at no cost.
 - Refunds aren't offered; we prefer to fix the plan and keep going.
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11) What You'll Hold in Your Hands at the End

- A 90-day plan with weekly actions and targets.
 - Updated copy for website/landing + outreach scripts.
 - Pricing/package page and a test log.
 - Sales call checklist + objection bank.
 - One-page numbers view (P&L, CAC/LTV, runway).
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12) FAQs

Q: Can my co-founder join sessions?

Yes, founder + 1 is welcome.

Q: Do you connect us to investors or partners?

If it's a genuine fit, we can warm-introduce. It's not guaranteed or sold.

Q: Do you do the work for us?

We co-create drafts and frameworks; you implement so the learning sticks.

Q: Online or offline?

Mostly online; occasional in-person meetups.

