

StartupHai — Growth Cohort (8 Weeks)

Fee: ₹14,999 (one-time) · **Format:** Group clinics + office hours · **Access:** Private founder community

StartupHai to Growth Hai — a structured, hands-on program to move from *stuck* to *scaling* with simple systems and weekly accountability.

1) What the Cohort Is

An **8-week, small-group program** for founders who want to sharpen their offer, find the right customers, and set up a repeatable way to get leads and close sales. You'll learn, apply, and get feedback **every week**. No fluff. Only what moves the needle.

Who this is for: idea to early-revenue founders, solo founders, small teams, or anyone who wants a clear plan for the next 90 days.

2) Outcomes You Can Expect

- **Clear target customer** (we call this your *ICP: Ideal Customer Profile*). Example: "SaaS startups (5–20 people) selling B2B, India-first."
- **Crisp positioning** (how you explain *why you*). Example: "We reduce failed trials by 30% in 60 days."
- **Offer & pricing that converts** (tiers, bundles, trial). Example: "Starter ₹9,999 / Growth ₹24,999 with onboarding included."

- **Simple GTM (Go-To-Market) engine** — 1–2 channels that work (cold outreach, partnerships, content).
- **Basic funnel set-up** — lead list → conversations → demos → wins (tracked weekly).
- **Sales scripts** — discovery questions, demo flow, objection answers.
- **Metrics dashboard** — one page with your key numbers (see glossary below).
- **A 90-day execution plan** — week-by-week actions with owners and targets.

Measured improvements we aim for (indicative):

- 20–40% improvement in meeting-to-close rates.
- 25–50 qualified leads added to the pipeline within 4 weeks.
- 10–20% price lift without losing conversions.

3) What You Get (toolkit & support)

- **Weekly clinic (90 min):** short lesson → examples → live working.
- **Office hours (45–60 min):** smaller group/1:many troubleshooting.
- **Templates & checklists:** ICP, positioning, offer/pricing, outreach, landing page, email follow-ups.

- **Dashboards:** simple Google Sheet to track leads, calls, wins, CAC/LTV (explained below).
- **Reviews:** landing page, pitch, emails, and sales recordings.
- **Community:** private chat (WhatsApp/Slack) + accountability pods of 3–4 founders.

4) Week-by-Week Plan (what happens exactly)

Week	Clinic (90m)	Your Work (7-day sprint)	Office Hours
1	Diagnosis & North Star — goals, constraints, baseline metrics.	Fill the baseline sheet (traffic, leads, calls, wins), write your North Star goal.	Quick 1:1 diagnostic + tool setup.
2	ICP & Problem Statement — who you serve, what pain you solve.	Build ICP doc (job title, industry, size, key pains). Interview 3 users.	ICP feedback; refine 1-liner.
3	Positioning, Offer & Pricing — value ladder, guarantees, tiers.	Draft offer page; set 2 price points + one anchor; define guarantee.	Offer page critique.
4	GTM Channels — pick 1–2 channels; set weekly targets.	Create outreach list (50–100 leads) or content plan; ship first batch.	Channel plan review; remove waste.

5	Funnels & Landing Pages — hooks, form, follow-ups.	Publish landing (Notion/Webflow/GSites ok). Set 3-email follow-up.	Landing + copy review.
6	Sales Ops — discovery script, demo story, objection bank.	Do 5 discovery calls; record one; log objections + answers.	Live role-plays + feedback.
7	Money & Margins — unit economics, CAC, LTV, runway.	Fill unit economics sheet; decide price/cost changes.	Margin tuning session.
8	90-Day Plan & Demo Day — present plan and wins.	Finalize plan; assign owners; set weekly scorecard.	Graduation feedback + next steps.

5) Glossary

- **ICP (Ideal Customer Profile):** a short description of your best-fit customer. Makes outreach focused.
- **Positioning:** the simple reason *why choose you* vs alternatives.
- **GTM (Go-To-Market):** how you reach customers (channels like cold email, LinkedIn, partners, ads).
- **Funnel:** the steps from stranger → lead → call → customer.
- **Unit Economics:** basics of one sale: price – cost = gross margin.

- **CAC (Customer Acquisition Cost):** how much you spend to get one customer.
 - **LTV (Lifetime Value):** total money one customer brings over time.
 - **Runway:** how many months your cash lasts at current burn.
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6) Value vs Cost

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Sample ROI math:

- Increase close rate from 10% → 15% on the same 40 demos/month = **2 extra customers/month**. At ₹20,000 per customer → **₹40,000/month** extra.
- Raise price by 10% with same sales volume → direct +10% revenue.
- Reduce CAC 15% by cutting weak channels → savings every month.

Even one new customer or one month of savings can cover the fee.

Designed outcome: **10x+ value** in 3–6 months.

7) Schedule, Time & Tools

- **Cadence:** Weekly clinic (Tue or Sat), Office hours (mid-week). Recordings shared.
- **Time needed:** 90 min clinic + 60 min office hours + **2–4 hrs execution** per week.

- **Tools we use:** Google Sheets/Docs, Notion or simple website builder, Loom/Meet recordings, WhatsApp/Slack.
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8) How Selection Works

- **Apply:** 3 quick questions (stage, bottleneck, goal).
 - **Fit call:** 10–15 minutes to align expectations.
 - **Cohort size:** max **15 founders** to keep it high-touch.
 - **Who gets in:** founders ready to do weekly actions.
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9) Fairness & Support

- **Attendance:** If you miss a session, you get the recording + notes.
 - **Fairness Clause:** attend clinics, do weekly tasks; if you see no tangible progress (more calls, clearer funnel, pricing test live), we support you **4 extra weeks** at no cost.
 - **Refunds:** not offered; we extend support instead.
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10) What You'll Hold in Your Hands at the End

- ICP & positioning doc (1 page)
- Offer & pricing page
- Outreach list (50–200 prospects)
- Landing page + 3-email follow-up
- Discovery script + objection bank
- Weekly metrics dashboard
- 90-day execution plan with owners & targets

11) FAQs

Q: I'm idea-stage — is this too early?

A: No. We'll convert assumptions into small tests to find traction.

Q: Can my co-founder join?

A: Yes, up to **2 seats** per startup in clinics.

Q: Will you do it for me?

A: We coach and co-create assets; you execute (with our feedback). That's how the change sticks.

Q: Online or offline?

A: Hybrid. Clinics can be online; we host meetups periodically.

