

THC Healthtech's Circle – ASCENT HEALTHTECH

Accelerating India's healthtech builders from validation to scale

1. Who Is It For? (Target Audience)

- Target Cohort Size: 25 Founders (split into 2-3 cohorts as per therapeutic area or common business function they cater to)
- Stage: Early-to-Growth Stage (The "1-10 journey"). These founders have a product and initial traction but need to scale, secure clinical validation, or raise their next round.
- Profile:
 - Founders building specifically for the Indian healthcare ecosystem.
 - Founders seeking clinical validation, hospital pilots, and regulatory clarity.
 - Solopreneurs or small teams feeling isolated and needing peer resilience.

2. Program Structure & Timeline (3 Months)

Overview

- Format: Weekly Virtual Touchpoints + 1 in person "Office Hour" per Month
- Goal: Move founders from clinical validation to commercial pilots and funding readiness

Month 1: Foundation & Clinical Validation

Theme: "Is your product hospital-ready?"

Week	Activity Type	Event / Description
1	Kick-off	Founder Mixer (Offline): Welcome event, peer introductions, mentor/ buddy onboarding and setting individual KPIs (e.g., "Secure 1 pilot").
2	Validation	The Clinical Lab: Facilitated introductions with single specialty doctors to validate product utility and clinical need (3-5 doctors per founder) - visits to hospitals as well
3	Office Hours	Monthly Office Hour (Offline): Theme: Pitch Deck Redesign Co-working jam session followed by a workshop on storytelling + design support to professionalize investor decks

4	Regulatory deep dive	Workshop on NDHM, Ayushman Bharat, and compliance audits
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Month 2: Market Access & Pilots

Theme: "Getting your foot in the door."

Week	Activity Type	Event / Description
5	Learning	Bite-Sized Playbooks: Structured content release on "Selling to Hospitals" & "Payer Dynamics" (Pricing models)
6	Network	Founder Roundtable: Small group discussions with Hospital CXOs/Leaders to understand procurement cycles and use cases
7	Office Hours	Monthly Office Hour (Offline): Theme: GTM & Sales Co-working jam session focused on refining sales scripts and pilot proposal structures.
8	Traction	The Pilot Sprint: Direct introductions to 5 warm industry connects (Hospitals/Labs) to initiate pilot conversations

Month 3: Scale & Investment

Theme: "Fueling the engine."

Week	Activity Type	Event / Description
9	Funding	Investor Connects: - Small group conversations and pitch reviews with healthtech-focused VCs and Angels - Preparation for next round: Hiring strategy, P&L, and other burning areas
10	Infrastructure	Tech Stack Unlocking: Onboarding to Tech Credits (Google, AWS, Nvidia, MS) to optimize burn rate
11	Office Hours	Monthly Office Hour (Offline): Theme: Show and tell An offline demo day to the wider THC community
12	Visibility	Graduation & Spotlight: Startups featured in the wider THC community, newsletter, and LinkedIn network.

Community and Ongoing Access

Beyond the 3-month program, the community also gets access to the following ongoing initiatives and events in the THC calendar

Platform	Offering	Description	Access	Frequency
ASCENT	Hybrid residency program	Support founders building in 1 to 10 stages via dedicated program (more details and structure below - 2.)	✓	3 months program
THC community	Whatsapp community access	Access to the broader community network of 5k+ professionals	✓	Ongoing
Private Community Access	Access to private founder group for discussions, opportunities, and collaborations	✓	Ongoing	
Community AMAs	Weekly online networking with community members	✓	Weekly	
Community	Grievances 1:1	1:1 catch ups to look at progress and any blockers + support from community	✓	Once every 2 months
Offline events	Founder Roundtables	Curated discussions with hospital leaders, investors, and pharma partners	✓	2x / year
Founder Mixers and community events(Offline)	City-based gatherings for networking and relationship building	✓	Bi-monthly	
Content	Curated resources for founders	Grant updates, incubator access, invitation access to larger conferences	✓	Ongoing
Monthly newsletter	Access to industry round ups, community updates and industry reports	✓	Ongoing	

3. KPIs for Success (The "North Star" Metrics)

1. **Commercial:** Securing 1-2 Pilots.
2. **Product:** Clear "Evolution of Product" (e.g., from beta to clinically valid).
3. **Financial:** Grant money secured or pre-seed/seed round closed.

4. **Organizational:** Team increase (hiring right key roles) or onboarding Advisors.

4. Strategic Pointers & Additions (Benchmarked)

We've adapted global accelerator benchmarks specifically for the Indian Healthtech "1-to-10" journey.

- **Strategic Advisor Mapping**
 - *Beyond generic mentorship.* Unlike early-stage programs that focus on finding co-founders, we recognize you are already building.
 - We pair you with a **dedicated Senior Industry Advisor** (a hospital CXO, seasoned clinician, or pharma executive) for the entire 3-month duration. This ensures you get high-level strategic guidance tailored to your specific clinical and commercial roadblocks, not just general startup advice
- **The "Chatham House" Circle**
 - *Real resilience, zero noise. Building in healthtech can be isolating. We adopt the "Chatham House Rule" for our Founder Roundtables, creating a strictly confidential "safe harbor."*
 - This is your space to candidly discuss cash flow, failed pilots, and internal challenges without fear of leaks. It's about building genuine resilience and getting honest solutions from peers who are in the trenches with you
- **Immediate ROI: The "Fee-Back" advantage**
 - *The program pays for itself on Day 1. We have negotiated **exclusive Tech & Infrastructure Credits** (AWS, Google, Nvidia, MS) specifically for this cohort.*
 - The value of these credits significantly exceeds the program fee, ensuring that your participation is not an expense, but an immediate financial asset to lower your burn rate as you scale.
- **Mock board simulations**
 - ***Preparation for governance, not just pitching.*** At the "1-to-10" stage, investors look at your metrics as much as your vision. In Month 2, we replace standard pitch practice with Mock Board Meetings (think about the mock trials you might have seen in Suits before a big trial 😊)
 - Guest investors will review your P&L, burn rate, and hiring plans as if they were already on your board, preparing you for the rigorous governance expectations of Series A/Seed institutional capital.

5. Program Fee & ROI

1. **Membership investment**

An equity-free commitment designed to pay for itself on Day 1.

Lifetime membership fee: ₹50,000 + GST

- **Format:** 3-Month program + alumni access to the community
- **Equity: 0% (Equity Free)**

The ROI Calculation: Why this is "Net-Zero" Cost

We have structured the program benefits to ensure the value you unlock immediately exceeds the fee you pay.

Benefit category	Estimated market value	What you pay
Tech & Infra Credits (AWS, Google, Nvidia, MS)	₹200,000 – ₹300,000	Included
Pitch Deck Redesign (Agency Design Support)	₹60,000 – ₹100,000	Included
Clinical Lab Validation (Doctor Surveys & Reports)	₹100,000 – ₹150,000	Included
Events & Offsite Access (Curated Networking)	₹75,000 – ₹100,000	Included
Total Immediate Value	~₹435,000 – ₹650,000	₹50,000

What's included in the fee:

- **ASCENT: The 3-Month program:** Full access to all Weekly Touchpoints, Clinical Labs, Monthly Office Hours, and the Investor Demo Day
- **The "Clinical Lab" pass:** Facilitated access to single-specialty doctors for product validation surveys
- **12-Month community access:** Continued access to the THC Founders WhatsApp group, newsletter features, and alumni networking even after graduation
- **Exclusive "Fee-Back" perks:** Instant unlocking of negotiated credits from AWS, Google Cloud, and Nvidia that offset your burn rate

6. Application & Selection Criteria

Curating a high-quality cohort of India's most promising healthtech builders.

Cohort size: Strictly limited to **20-25 Founders** per cohort to ensure personalized attention.

Selection mode: By Invite or Nomination only

7. Who Should Apply? (The "1-to-10" Profile)

We are looking for founders who have moved beyond the "idea on a napkin" stage and are ready for validation and growth.

- **Product Readiness:** You have a functional MVP (Minimum Viable Product) or prototype ready for clinical feedback.
- **Sector Focus:** You are building a scalable solution in **Healthtech, Medtech, or Digital Health** specifically for the Indian healthcare ecosystem.
- **Traction Signal:** You have early signs of traction—this could be initial revenue, a pilot in progress, or a completed clinical study.
- **Full-Time Commitment:** At least one co-founder must be working on the startup full-time.

The Selection Process

- **Application/Nomination:** Submit your deck and a brief "traction update" (current pilots, revenue, or product status).
- **The Fit Call (20 Mins):** A quick screening call to assess if your specific challenges (e.g., Hospital GTM, Regulatory) match our program's expertise.
- **Final Selection:** The panel selects the final founders based on the diversity of the cohort (mixing different specialties like Cardio, Neuro, SaaS, etc., for better peer learning)